

Exclusive  
Associated  
Press Service

# Oakland Tribune.

LAST  
Edition

VOL. LXXVI. WEATHER—Oakland and vicinity: Cloudy tonight and probably showers Thursday; south wind. OAKLAND, CALIFORNIA, WEDNESDAY EVENING, JANUARY 17, 1912.

140 PAGES

NO. 150

## GUBANS SHAKEN BY WARNING

### HYPNOTIST CONTROLS WOMAN

"I'm Your Husband's Spirit,"  
Madman Announces  
to Victim

Night Orgies in a Berkeley  
Cottage Arouses Neighbors,  
Who Call Police

With the assertion that he was her husband's spirit, Wilfred Belliveau, a maniac, greeted Mrs. C. C. Willard of 2418 Durant avenue, Berkeley, when she opened the door at his ring. His assertion took on a firm tone as the woman's startled gaze met his and his mad but powerful brain gradually gained mastery over her.

Slowly she yielded to his hypnotic influence; she came to believe that her husband, who was absent in Denver, was dead; that the man before her was his spirit. She tried to deny his powerful assertion that this was so, but could not.

Then Belliveau entered the little Berkeley cottage, his master mind in control.

MENTAL COLLAPSE.

Suffering from complete mental collapse caused by the hypnotic influence over her, Mrs. Willard is at the receiving hospital awaiting a hearing before the insanity commissioners. Belliveau was committed to the insane asylum at Napa this morning by Judge N. D. Arnot of El Dorado county sitting in the auxiliary department of the Superior Court.

Belliveau is a tailor and until about two weeks ago was in business in San Francisco. He was arrested in Berkeley yesterday morning and taken to the Receiving Hospital where he is a maniac, Mrs. Willard, his victim, being placed in a room immediately across the hall from the one he occupied, last night about 7:30 o'clock.

The story of how the little tailor came into Mrs. Willard's life is a strange case that has never had its equal in the judicial annals of Alameda county. It is a case of one disordered mind influencing and destroying another and weaker mentality, the possessor of which is a refined woman famous among her friends and acquaintances for her high-mindedness and virtue, but known to have been somewhat erratic on religion.

MET LAST WEDNESDAY.

The case of Belliveau and Mrs. Willard is complicated in details and extraordinary in its action. Neither the tailor nor Mrs. Willard knew the other existed prior to last Wednesday night, when Belliveau appeared upon the Berkeley woman's horizon and collapsed her by his demoniac mental power. Mrs. Willard was married a year ago last November. Her friends say that if ever a woman was devoted to her husband Mrs. Willard is that woman. Several weeks ago Willard went East on business, leaving his wife in Berkeley, close to her parents, who reside in San Francisco, and among their mutual friends in the university city.

Just how Belliveau came into the life of Mrs. Willard is not altogether clear to the latter's friends in Berkeley. The best explanation is that the insane tailor appeared last Wednesday night at the home of a Berkeley family named Wilson, with a letter of introduction to the head of the house from a mutual friend in San Francisco. Mrs. Willard was spending the evening with the family and was introduced to Belliveau. A few days prior to the meeting Mrs. Willard, who had been living with friends, rented a little bungalow at the address where both she and the tailor were taken into custody, within a few hours of each other, of

(Continued on Page 2, Col. 4.)

### TRIBUNE ANNUAL FOR 1912 NOW OUT

It contains 108 pages in magazine form. It is handsomely illustrated in half-tones. It is bound in beautiful colored paper covers. It is brimful of reliable information relating to the east bay shore cities, Alameda county and California. It contains what our friends abroad want to see and know. Don't neglect to mail them a copy. Let them know about the beauties of the land in which you live; its attractions; its genial climate; its multitudinous products; its rich resources; its commerce; its financial and industrial status; its progress and prosperity; its great future prospects; the opportunities offered by it for investment; its exceptional advantages for business success and its delightful charms for residences. All of the features are set forth in convincing form in THE TRIBUNE ANNUAL for 1912. The postage on each copy sent by mail is as follows: Domestic, 7 cents; foreign, 13 cents.

### PRESIDENT PROPOSES TO END PATRONAGE

Would Put Administrative Officers  
Under Civil Service, Thus Saving  
Country Money

WASHINGTON, Jan. 17.—How the people of the United States may have saved for them millions of dollars annually in the operation of their governmental machinery was outlined by President Taft today in a message to Congress on "economy and efficiency in the government service."

"What the government does with nearly \$1,000,000,000 each year," said the President, "is as much a matter of concern to the average citizen as is the manner of obtaining this amount of money for the public use."

Probably the most radical proposal advanced by the President in today's message was that all administrative officers of the government in the departments at Washington and in the field be put under the civil service; be removed from the influence of politics and that their terms of office be not limited as at present to four years. Such officers should not be appointed by the President with the necessity of Senate confirmation, he said, but upon merit. "The extension of the merit system to these officers and a needed readjustment of salaries," said he, "will have important effects in securing greater economy and efficiency. The view that these various offices were to be filled as a result of political consideration has for its consequence the necessity that the President and members of Congress devote to matters of patronage time which they should devote to questions of policy and administration."

SKETCHES IMPROVEMENTS.

The President did not attempt to explain in detail the work of the economy and efficiency commission created by act of Congress a year and a half ago. He sketched the outlines of improvements that he said could be made in government service; declared that they would effect a saving of many millions of dollars and asked that Congress continue the commission by granting an appropriation of \$200,000 with \$50,000 for printing its reports. From time to time,

(Continued on Page 2, Col. 6-7)

### Pretty Stenographer Confesses Shortage

Used Stolen Money to Give  
Theater Parties and Dinners  
to Friends.

NEW YORK, Jan. 17.—With no show of serious concern, Miss Ada M. Ellis, a pretty stenographer, 20 years old, has confessed to the police here that she was responsible for a shortage of about \$1200 in the accounts of Joseph W. Cushman & Co., her employers, and that she used the money to give theater parties and dinners to her friends.

According to the detectives, the young woman explained that life in Englewood, N. J., where she lived, was "so slow" that she came to New York and rented an apartment with a girl friend, and gave the theater parties and dinners she craved. Bundled up in her handsome furs the girl is locked up at a police station today.

### Exceed Limit? Never! This Called for Slow Driving

LOS ANGELES, Jan. 17.—A jury in Justice Sumnerfield's court which had as its foreman, Manager "Happy" Hogan of the Vernon baseball team found W. L. Ross not guilty of

### Japanese Prepare to Annex Kwang Tung

ST. PETERSBURG, Jan. 17.—A dispatch from Dairen, Manchuria, to the Novoe Vremya says that preparations are going on for Japanese annexation of the Kwang Tung peninsula, following the boundaries originally set by the treaty of the Shimoda, between Japan and China in 1855.

### She'll Be Fined if She Kills Husband

KANSAS CITY, Mo., Jan. 17.—Should Mattie Baird of Kansas City, Kans., kill her husband, J. M. Baird, not only will she be in danger of trial for murder, but she may be cited and fined for contempt of court for her rashness. The husband, who is 82 years old, obtained a temporary restraining order late yesterday prohibiting her from killing him or attempting to kill him.

### Varnished Cake May Cause Girl's Death

NEW JERSEY SOCIETY MEMBER  
Uses Paint for Molasses;  
Four Are Taken Ill.

MORRISTOWN, N. J., Jan. 17.—Miss Leonora Merchant, a prominent New Jersey society girl, is seriously ill here from poisoning contracted from eating cake in which floor varnish was used instead of molasses.

Miss Merchant baked the cake herself at the home of a friend. She used what she thought was molasses in the cake, taking the liquid from a jar she found unlabeled on a shelf. The cake tasted fairly good, but the four persons who ate of it were immediately taken ill. The others quickly recovered, but Miss Merchant's condition is serious.

### 'TIS ADIEU TO TEXAS TOMMY

No More Will Oakland Tolerate  
Cavorting in the  
'Ragging' Rage

Commissioner Turner Will Put  
the Crusher on Popular  
Dancing Fad

No more is the Texas Tommy to be danced in Oakland.

Neither is "ragging" to be tolerated within the City of Oaks. No tough dancing of any kind will be allowed in the Athens of the West, for Commissioner of Public Health and Safety Fred C. Turner has put his foot down. Or at least, Turner is about to put down the aforesaid foot, and when it drops it will not be with the light grace of a ballet dancer, but will come down with titanic ponderance upon the unlucky devotees of dancing that is slightly risqué.

EXHIBITION OF THE DANCE.

This morning in the sober precincts of the office of the commissioner of public health and safety there was a demonstration of the gentle and airy cavortings of those who delight in "the rag." Commissioner Turner looked on with some embarrassment, and finally averted his face in shame. Then he agreed to put his foot down. The matter has been called to the attention of Commissioner Turner by the Civic Purity League. Turner declined to give the names of the members of the league this morning, but stated that the league consisted of parents fearful of the effect of this vicious sort of dancing upon their children.

PURITY LEAGUE PETITION.

At the instance of the Civic Purity League, Commissioner Turner is to introduce an ordinance for the passage by the city council. The ordinance will make it necessary before a dance can be held for which admission is charged either directly or indirectly to obtain a permit from the Commissioner of Public Health and Safety. And the commissioner will grant that permit only on condition that there is to be no dancing that would bring the blush of shame to the cheek of modesty of the commissioner of health and safety.

The ordinance in this follows the precedent set with regard to prize fights or as they are called in Oakland, "boxing contests." Before a private club can conduct a boxing contest or a dance in Oakland in future, Turner is to be consulted. If any rough tactics are to be resorted to, or any dancing that is boxing, wrestling or other athletic contest, the permit will not be forthcoming.

ALL PUBLIC DANCES.

This ordinance is to apply to dancing schools and all public dances. It does not necessarily apply to theaters, and I am not going to stand for that sort of thing. They have asked me to introduce an ordinance making it necessary to ask a permit to hold a dance, at which the expenses are to be paid by the guests either directly or indirectly. I shall comply with this request, and if the ordinance is passed, permits will be granted only upon condition that the dancers conform to the rules of decency."

MEMBERS TO YOUNG.

The members of the Civic Purity League complain that these dances verge upon the lascivious and that they are a menace to the young. "From the demonstration of the various steps and movements given me this morning, I am inclined to the belief that this is correct and I am not going to stand for that sort of thing. They have asked me to introduce an ordinance making it necessary to ask a permit to hold a dance, at which the expenses are to be paid by the guests either directly or indirectly. I shall comply with this request, and if the ordinance is passed, permits will be granted only upon condition that the dancers conform to the rules of decency."

GARRED BY LOS ANGELES.

LOS ANGELES, Jan. 17.—The "trunk" of the "Texas Tommy," the grizzly bear, and similar dances were officially placed upon the blacklist of Los Angeles today. The police commission declared that such dances could not be given in public halls and other places, and chief of Police Sebastian instructed all officers to watch for exhibitions of such dances and report them to him. The license of halls where such dances are given will be suspended.

### TROUBLE IN RURAL DISTRICTS FEARED BY THE AUTHORITIES



SECRETARY OF STATE P. C. KNOX, who has notified Cuba that the United States will again intervene to maintain order.

### FRUITVALE TRAIN JUMPS TRACK, ENDANGERING 40

Cars Thrown From Track and Damaged;  
Passengers Suffer Bruises

FRUITVALE, Jan. 17.—Train No. 36 of the Southern Pacific local line, due at 11:41 today in Fruitvale, jumped the track while several hundred feet from the depot and two rear cars were thrown onto the main line. The front car was hurled to the left and was torn loose from the rest of the train. The front part of the second car was badly damaged, the heavy steel work being bent and the window broken.

It is considered remarkable that none of the passengers were injured by flying glass. Several of them, however, were thrown to the floor and sustained minor bruises. Some of the women fainted from fright. Mrs. A. Bacon of San Francisco was among those who suffered a shock. The train was in charge of A. J. Todd and Motorman George Hutch. The rear truck of the train was wrecked and the track was torn up for a considerable distance. "The fact that the train had commenced to slow up is all that saved a wreck that probably would have resulted fatally."

There were about 40 passengers, most of whom were in the second car. Conductor Todd was unable to account for the derailment of the train. It is believed, however, that it was due to a defective switch. A number of Southern Pacific officials were hurried to the scene, among them being the assistant superintendent of the suburban line, W. H. Norton, General Assistant Superintendent C. H. Ketchum and Signal Superintendent Frank Starnett.

A wrecking crew was immediately put to work clearing the wreckage. The seventh street local was held up for only about half an hour. The main line trains, however, will be held up for several hours.

### Now He Has Two, But Second Is Generous

Latest Wife of Larsen Offers to  
Give Him Up for Returned  
Spouse.

BOSTON, Jan. 17.—With the advice and consent of his second wife, Gustave E. Larsen has petitioned the court here for the annulment of his second marriage in order that he may re-marry his first helpmate. Larsen was married to his first wife fifteen years ago, and four years later she disappeared.

For eight years he searched for her without success, and then, believing her dead, he remarried. A few days ago the first wife hunted up her husband and asked forgiveness. To clear the situation, wife No. 2 offered to renounce the man she loved, and give up her home that Larsen might wed his first love.

### British Vessels Driven Ashore in Big Storm

Wind and Waves Create Havoc  
Along Coast and in Interior  
of Islands.

LONDON, Jan. 17.—The British Isles are in the grip of a fierce storm, which is creating havoc along the coasts and in the interior. A number of small vessels and fishing craft are reported to have gone ashore, but thus far fatalities have been few. The British steamer Ash Grove of Glasgow was driven during the gale into the seawall at Methil on the Firth of Forth and four of her crew were swept away. An unattended three-masted steamer foundered with all hands in the vicinity of Peter Head. The gale is so fierce that the lifeboats have not been able to get out.

### ACTION IS BLOW TO ISLAND

General Andrade Declares All  
Must Join in Effort to  
Save Country

State Department Expects Cuba  
to Live Up to Treaty  
Engagements

HAVANA, Jan. 17.—Absolute tranquillity reigned in Havana today in spite of the shock of the announcement in the morning papers of a possible impending intervention by the United States in Cuban affairs.

"The meagre reports received from the interior, however, give no indications of trouble, but some fear that the intervention in the provinces of Oriente and Pinar del Rio, when the news becomes more generally circulated."

"The news is confined themselves to the publication of the text of Secretary Knox's note and interviews with the war officials. There is no editorial comment except in El Dia, which expresses the opinion that no physical intervention is intended by the United States, which, however, will adopt other and efficacious means to compel compliance with the laws and prevent a breach of the peace."

BRANDS IT, "SAD BLOW."

Commenting on Secretary Knox's note, General Freyre Andrade, former secretary of the interior, said:

"It is a sad blow to all good Cubans, but we must hope that it will sound a note of warning. All must join in a patriotic effort to do their utmost to save the country."

So sudden was the action taken by the state department at Washington that General Sangulley, secretary of state, last night absolutely refused to believe that intervention was threatened, until some hours after Secretary Knox's note had been presented to President Gomez. He finally admitted that the note had been received, but declined to make any comment on it.

The meeting of the Council of the Veterans' Association, which was called last night adjourned at an early hour this morning. No line of policy was adopted at the meeting, which was sparsely attended, the conservative section of the veterans being conspicuously absent.

No hour has yet been fixed for the

(Continued on Page 2, Col. 1.)

### Soldiers Club 3000 Mill Workers in Serious Clash

LAWRENCE, Mass., Jan. 17.—Three thousand striking textile workers and militiamen clashed today when the former refused to change the line of march of a parade and attempted to force the soldiers' line. The militiamen belabored their assailants with clubs, but no one was seriously hurt, although many were badly bruised, and several women and children were trampled on.

### 30,000 Japs Homeless In a \$15,000,000 Blaze

OSAKI, Japan, Jan. 17.—Fire broke out again last evening in the southern district of the city, but the outbreak was of a much less serious nature than that which occurred in the morning. The flames were extinguished before midnight. The damage done by yesterday's fire amounts to \$15,000,000. Thirty thousand persons, rendered homeless, are being provided with shelter in the public buildings of the city.

### Netherlands' Hope for Heir To Throne Are Dissipated

THE HAGUE, Jan. 17.—An apparently family event, has suffered another violent blow, which dissipates the immediate hopes of the birth of an heir to the throne.

### Celebrates Birth of His 23d Child; 16 Are Living

ST. CHARLES, Mo., Jan. 17.—The birth of his twenty-third child, a 13-pound girl, to a laborer, today began a record for the most prolific father in the world. The father, Fred J. Gienhorst, a dayman of this city, has sixteen living children, thirteen of whom are at present living.



training to do the best work."

**EXCESSIVE EXPENDITURE.**


Giving examples of excessive government expenditure along certain lines the President told Congress that in one department it cost \$5.84 per thousand to

Twenty Years of Experience  
Specialist on Cure of Loose  
Teeth.  
Alveolar Work.



## "EXTRA PANTS FREE" With Every Man's Suit

This Week



Regular \$35 Values  
**\$16**

We do not overcharge you 11 months in the year and offer Imaginary Sales. We say, bring a sample of any \$30 suit you can find, at any time, and we will duplicate it for \$16, or give you a Suit Free—we cut out three middle profits by selling direct from mills.

Our concave shoulders, close-fitting collars and non-break fronts are vital for correct-fitting clothes.

If the customers do not pay the high street rents, who does?

**English Woollen Mills**

Ladies \$25

S. F. Store 10th Floor Phelan Bldg. Market St.  
"Beware of Imitators" on the Streets

## FIGHT ON TUBERCULOSIS IS DISCUSSED DISTRICT ATTORNEY DONAHUE PRESIDES



WILLIAM H. DONAHUE, district attorney of Alameda county, who presided at meeting for prevention of tuberculosis.

### Alameda County Association Holds Meeting, at Which Progress of Great Work Is Told

A very interesting meeting of the Alameda County Society for the study and prevention of tuberculosis was held last evening in Chabot hall. The Hon. William H. Donahue, chairman of public meetings, committee presided. The program was as follows: Vocation, the Rev. Clifford Macdon, introductory address, Hon. W. H. Donahue, "What Tuberculosis Really Is," Dr. Edward von Adelung, "Social Conditions that Favor the Spread of Tuberculosis," Dr. George Evans, of San Francisco; "The Economic Loss Through the Spread of Tuberculosis and What Can Be Done to Prevent It," Dr. W. F. Snow, secretary of the State Board of Health.

DONAHUE SPEAKS.  
District Attorney Donahue presided and, in stating the object of the meeting, said:  
"It is the duty of mankind to help his fellowman and that is what this society is attempting to do. We have some of the ablest medical men in the state of California giving us their time in order to show the public the danger of infection by tuberculosis germs and how to prevent it; how to improve the sanitary conditions of our schools so that our children may breathe in a free, wholesome atmosphere; to provide means for caring for those in our midst who have tuberculosis and are unable to receive proper attention and who, because of lack of information, are spreading the infection."

"Probably unless you have had the matter brought home to you, that many do not realize that in Alameda county there is no place where a consumptive can secure free hospital care, except at the county infirmary, and that institution is already overcrowded."

"We ask the public to join with us in this great work and we feel that we can do, in Alameda county, what has been done in other counties, and that is to decrease the spread of this dread disease."

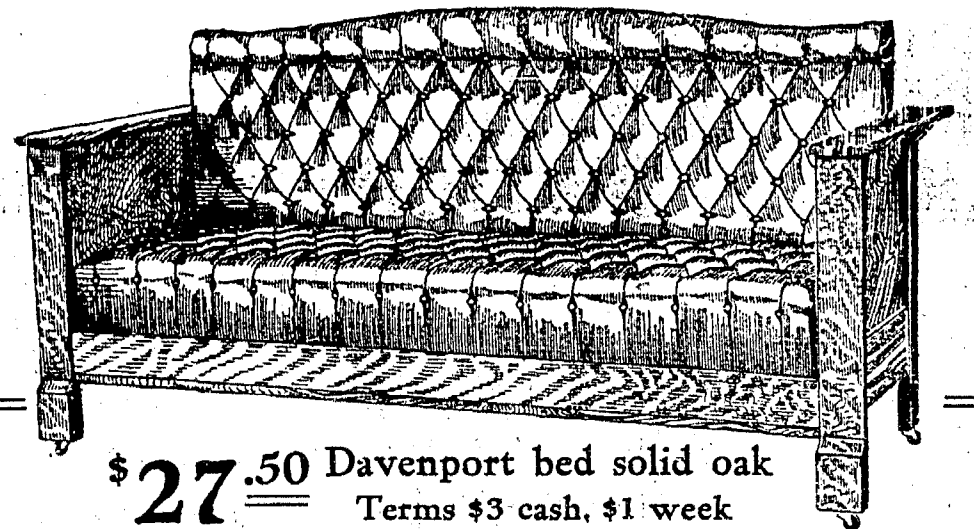
DISEASE IS ANCIENT.  
Dr. Edward von Adelung gave a very interesting address and among other things, showed, by quoting from early writers, that tuberculosis existed prior to the birth of Christ and has followed the human race ever since. Hippocrates, the Father of Medicine, writing 100 B. C., states that a dry climate, among the pines, was the best treatment and other

noted writers mentioned the treatment at that time, but it remained for a German professor, centuries thereafter, to find the actual germ. Dr. von Adelung showed how the disease grows and clings to the human race and gave some excellent suggestions toward cleanliness and sanitary improvements that, if properly carried out, will combat the dreadful inroads of consumption.

The next speaker, Dr. George Evans of San Francisco, who just returned from a trip through Europe, illustrated his lecture by stereoscopic views, showing that in Germany, and other European countries, the public are taking a greater interest in the study and prevention of tuberculosis; that apartment houses are more sanitary and that the people are more widely awake to the ravages of this disease. He threw upon the screen distressing figures that exist, today, in American cities: "our apartment houses without ventilation, where the parents and child transmit the disease from one to the other and where, often, the husband dies in one of those air-tight tenement apartments, and leaves his widow 'nothing except tuberculosis.'"

The doctor demonstrated by the use of his chart, how the fight is being waged in New York against this destroyer of the human race, and the good that is being done in San Francisco, and demonstrated to his audience that tuberculosis can be wiped out with proper precaution as to cleanliness and fresh air.

SNOW TELLS OF WORK.  
Dr. W. F. Snow, secretary of the State Board of Health, came from Sacramento and told of the work being done throughout the state and, by use of slides, showed the audience how, not only in the city but, also, in the country in some of the dairies and among the stock raisers, the conditions are such that fertile fields are supplied for the growth of the germ. Dr. Snow stated that, as a whole, the crime could be almost entirely wiped out in California, if the people would take the proper interest by means of the fact that we have a climate that is conducive to outdoor exercise and for an abundance of fresh air, without feeling the cold that prevails in the east. Probation officer Ruess spoke on "The Relation of Disease to Crime" and Rev. Clifford Macdon, president of the society, told of the work done by the officers in Alameda county.



\$27.50 Davenport bed solid oak  
Terms \$3 cash, \$1 week

An excellent value; golden or fumed finish, good style. A new design, made of solid oak quartered effect; has broad arms, opens into full-size bed; has a box below, seat for storing bedding; it is upholstered in best grade of Boston leather that wears almost as well as real leather; as it does not crack; closely tufted seat and back, as illustrated.

**JACKSON'S** CLAY OAKLAND

See the Jackson 3-room outfit for  
**\$65.00** Kitchen, Bedroom and Dining-room: solid oak furniture—it also includes a decorated Dinner Set and a 20-yard roll of Matting.  
**\$65.00**  
Terms \$6.50 cash, \$6.50 month

## SUTHERLAND AND HEWITT FAVORED

Rumor Slates Statesmen for Place On the Railroad Commission.

SACRAMENTO, Jan. 17.—Those who profess to be best informed, are of the opinion that Governor Johnson is ready to set at rest all speculation of politicians and corporation officials as to who the new members of the railroad commission will be. The announcement of the appointments would have been made some time ago had not the matter of eligibility of the men chosen been placed in the hands of Attorney General U. S. Webb for decision. The illness of Webb will prohibit him rendering his opinion before the latter part of the week.

It is expected that he will declare the eligibility of the commissioners who it is said will be W. A. Sutherland, of Fresno; Assemblyman from the Sixty-first district, an attorney who has been specially interested in public ownership of utilities and Leslie R. Hewitt, of Los Angeles, state senator from the Thirty-eighth district, and former city attorney of Los Angeles.

### PHYSICIAN TO CLAIM HEAD OF A CORPSE

MIDDLEBORO, Ky., Jan. 17.—Representatives of Dr. Blair of Apache, Okla., are traveling through the mountains of East Kentucky to Whitesburg, where they will claim the head from the corpse of Smith Fouch, promised twenty-five years ago as payment for Dr. Blair's service in saving Fouch's life.

Fouch was shot in the eye. Dr. Blair performed a hazardous operation and discovered that Fouch was able to perform normal functions with a bullet in a lobe of his brain.

After Fouch's recovery he said he couldn't pay the doctor, but offered to will the physician his head. The doctor accepted.

### IMMIGRATION MEASURE REPORTED

WASHINGTON, Jan. 17.—The senate committee on immigration yesterday agreed to report favorably the bill introduced by Senator Dillingham for regulation of immigration to the United States. The committee struck out the provision that excluded all aliens unable to read or write. This feature will be introduced as a separate measure.

A HERO IN A LIGHTHOUSE.  
For years J. S. Donahue, So. Haven, Mich., a civil war captain, as lighthouse keeper, averted awful wrecks, but a queer fact is, he might have been a wreck himself, if Electric Bitters had not prevented. "They cured me of kidney trouble and chills," he writes, "after I had taken other so-called cures for years, without benefit and they also proved my right. Now, at seventy, I am feeling fine." For dyspepsia, indigestion, all stomach, liver and kidney troubles, they're without equal. Try them. Only 50c, at Osgood Bros.



## 25% Off on Men's Winter Suits and Overcoats

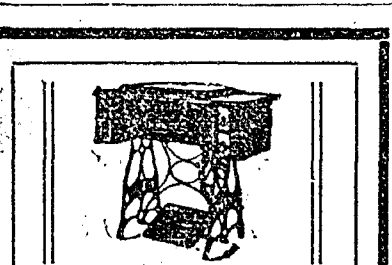
\$15.00 Suits and Overcoats, now .... \$11.25  
\$18.00 Suits and Overcoats, now ..... \$13.50  
\$20.00 Suits and Overcoats, now ..... \$15.00  
\$25.00 Suits and Overcoats, now ..... \$18.75  
\$30.00 Suits and Overcoats, now ..... \$22.50  
\$35.00 Suits and Overcoats, now ..... \$26.75

SEE OUR WINDOW DISPLAY.



11th and Broadway, Oakland

Exclusive Agents  
KUPPENHEIMER CLOTHES



'My Sewing Machine Does Not Work Well'

Probably it only needs a very little attention, possibly a small part needs renewing. In any event, it can be fixed for the smallest possible cost and in the most permanent manner by leaving it to us.

**E. L. Sargeant**  
321 TWELFTH STREET, Near Clay.

They Can Copy

**My Advs.**  
But They Can't Copy My Prices

I Sell \$3.00 Hats, Actual Value

For \$1.50

**HAT WORKS**

257 Twelfth Street, near Alice.

LADIES' AND GENTLEMEN'S HATS RENOVATED.

A. MOISSON, Prop. Oakland 8998

**Oakland Bowling Alley**

Best equipped on this side of bay. OPEN ALL NIGHT.

564-570 13th Street

## FAST FINISHING OUR NEW HOME

The handsome building at 11th and Broadway is typical of the growth of this bank. It tells its own lesson.

We would like you for a customer.

We pay 4% on savings--get one of our pocket banks, they help.

**SECURITY BANK AND TRUST CO.**  
S. E. Cor. 11th & Broadway.

H. C. Capwell.....Pres.  
A. D. Smith.....Vice-Pres.  
C. A. Smith.....Cashier

## TWO BETROTHALS ARE ANNOUNCED

Engagements of Miss Alice Dwyer and Miss Jessie Yocum Told at Party.

At the pretty home of Mr. and Mrs. Daniel Dwyer on Walsworth avenue last night, two engagements were announced, that of Miss Alice Dwyer to Guy E. Newland and Miss Jessie Yocum and Everett Morsman of Oakland.

The news came as a surprise to the assembled guests who celebrated the two brides-elect with good wishes. The news was told in a unique fashion. After a game at the card tables, the winner of the money prize was presented with a bag and when opened a cat jumped out, around whose neck were the cards of the betrothed couples.

The Dwyers are well known folk. Mr. Dwyer being connected with one of the largest real estate firms.

Young Newland is the son of Mr. and Mrs. Edward Newland of this city. Both girls have a wide circle of friends here.

The wedding will not be until fall. Miss Yocum's family is in the east. The home last night was prettily decorated in a profusion of greens and foliage. Among the guests were: Miss Martha Grallert, Miss Beatrice Morsman, Miss Agnes Smythe, Miss Gertrude Hurlbert, Miss Grace Pascoe, Miss Grace Sheldon, Miss Agnes Wilson, Miss Penelope Bruess, Miss Alice Burton, Miss Myrtle Sankin, Miss Ethel Hastings, Miss Vivian Farwood, Miss Hazel Englander, Miss Ruth Sperry, Miss Edna Hansen, Miss Gertrude White, Miss Elsie Butt, Mrs. J. O. Perry, Miss Josephine Dwyer, Miss Kate Dwyer, Miss Loretta Hallahan, Miss Christine Schuchter, Miss Ruth Martin, Miss Rena Wilson, Miss Pearl Pascoe, Miss Agnes Wilson, Miss Maud Viera, Miss Jessie Yocum.

## GUMMINS READY TO SEEK CANDIDACY

Senator Soon Will Announce Himself as Willing to Accept Nomination.

DES MOINES, Jan. 17.—Senator Albert B. Cummins shortly will announce himself as a candidate for the Republican presidential nomination, according to a report which was persistent among his friends here today.

It was said that Senator Cummins had definitely made up his mind to enter the Republican contest, after considering all phases of the situation. No one could be found here today who could verify the report.

LINER RUNS BACKWARD.  
POSTON, Jan. 17.—With engines going full speed ahead the Tiana line steamer Fraumfels traveled backward 54 miles in 24 hours during a storm which she struck a few days ago while on her way to this city from Calcutta. Members of the crew declared today that the storm was the worst they had ever experienced.

**FREE** Treatment. Chronic diseases, men and women. Rheumatism, sciatica, neuritis, etc. cured. Also used osteopathy, mechanical therapy, herbs, etc. Dr. Luke, Specialist, 1103 1/2 Wash. St.

## SLOAN'S LINIMENT

Gives quick relief from pain. It's an excellent remedy for rheumatism, neuralgia, sciatica, lumbago and sprains.

Relieved Severe Pain in Shoulders  
Mr. J. UNDERWOOD, of 2000 Warren Ave., Chicago, Ill., writes: "I am a piano polisher by occupation, and since last Sept. have suffered with severe pain in both shoulders. I could not rest night or day. One of my friends told me about your liniment. Three applications completely cured me, and I will never be without it."

Cured Sciatic Rheumatism  
Mr. A. J. NANCE, of Oak Hill, O., writes: "I have used your liniment for sciatic rheumatism. I was so I could not walk for a long time. I even ate my meals on the floor, but your liniment cured me. I keep it in the house all the time and have let others use it and it cured them. I sent to Ironton, O., the other day and got two 50c. bottles for other people."

At all dealers, 25c., 50c. & \$1.00  
**Dr. EARL S. SLOAN,**  
BOSTON, MASS.

## "The Angel" To Los Angeles

and San Diego

The dining cars operated on this train are the same as those operated on the Santa Fe-de-Luxe, the new extra fare train to Chicago.

The entire train is new.  
Fast schedule—perfect roadbed.  
It is a superior service.

Two hours' ride through the orange groves at breakfast time.

THE ANGEL  
Lv. San Francisco 4:00 pm  
Lv. Oakland 4:00 pm  
Lv. Berkeley 4:05 pm  
Ar. Pasadena 8:20 am  
Ar. Los Angeles 8:45 am

THE SAINT  
Lv. Los Angeles 5:15 pm  
Lv. Pasadena 5:40 pm  
Ar. Berkeley 9:44 am  
Ar. Oakland 9:50 am  
Ar. San Francisco 9:55 am

J. J. WARNER, Gen'l Agt. F. A. RIGDON, Pass. Agt.  
1112 Broadway.  
Phones Oakland 425, A-4425.  
L. W. POTTER, Agt. Depot, 40th and San Pablo.  
Phones Piedmont 1033, A-1033.



## FIRE CHIEF BALL IS QUESTIONED BY BOARD

The Civil Service Commission Wants to Know How He Runs Department.

RULES FOR FIREMEN WERE MADE IN 1898

New Regulations Covering the Modern Appliances to Be Put in Force Soon.

Fire Chief Nicholas A. Ball was summoned before the civil service board at its regular meeting last night to explain a number of features of the administration of his department, preliminary to the classification of employees and possible reorganization of the fire department.

Chief Ball was closely questioned by President of the Civil Service Board Harrison S. Robinson, and answered the queries as to the work and qualifications of his subordinates. Robinson suggested that a book of regulations should be drawn up, which could be used by members of the department in preparing for their work.

**RULES DRAWN IN 1898.**  
Ball explained that the rules and regulations had been drawn in 1898 and had not been revised since that time. No provision had been made for changes occasioned by the addition of new apparatus such as the motor-chemical engines, or the high pressure salt water system.

A new book of regulations will be prepared.

**WANTS DRILL TOWER.**

As there is at present only a more or less inadequate drill tower for firemen the Chief requested that provisions be made for one or two drill towers equipped with apparatus upon which the men could practice.

The state what less than \$1000 would cover the expense of this drill tower and necessary apparatus.

## NITOBE TO ASSURE U. S. OF FRIENDSHIP

To Make Clear "Pacific Aims and Intentions of His People."

WASHINGTON, Jan. 17.—To "make clear the pacific aims and intentions of his people and soothe the fears of Captain Hobson," Dr. Inazo Nitobe, famous Japanese scientist and scholar, comes to Washington next Friday night to deliver a lecture before the National Geographic Society. His subject will be "What the Japanese Have Done in Formosa."

Dr. Nitobe is touring this country at the invitation of the Carnegie Peace Endowment on a mission of peace as the first "exchange professor" from Japan, and will deliver addresses before eight leading universities.

Books upon the "grand old man" of Japan since the death of Fukuzawa, Dr. Nitobe is said to be the ideal of the student class, and the hero of the school world of his native land. Probably his most notable achievement has been his published account of "Ushibuo, the knightly breed of old Japan," the basis of Japanese moral training and ethical culture.

The war with Russia brought the work to the attention of the outside world, by which it was accepted as a key to the loyalty and success of Japanese armies.

**GETZ WILL FILED FOR PROBATE ACROSS BAY**

SAN FRANCISCO, Jan. 17.—The will of Bernard Getz, real estate dealer, was filed in the superior court yesterday, with the petition of the Union Trust company, with whom the will was deposited in trust, for probate.

Rose Getz, widow, was named as executrix. The personal property is estimated at \$1000 and the real property at more than \$10,000.

The will, dated April 12, 1907, with several codicils, leaves the entire estate to the widow and three daughters, Mrs. Blanche Franklin, Mrs. Sylvia Gordon and Miss Aida Getz, all of this city.

**NIGHT WATCHMAN SWORN IN.**

SAN FRANCISCO, Jan. 17.—Three extra night watchmen were sworn in yesterday by Deputy Surveyor of the Port Billings. The men are James H. Smith, John S. Rainey and Walter J. Schindler. They will receive \$2 a night. The night force is to be increased to ten extra night watchmen as a result of a recommendation by Collector of Customs Fred Stratton.

## Health And Success

are such intimate relations that no one can be expected to be well acquainted with success who does not keep good hold on health. Most serious sicknesses start in minor troubles of the digestive organs. Thousands know by actual experience that health and strength—and therefore success—

## Are Increased By Use of

Beecham's Pills in time, and before minor troubles become deep-seated and lasting. This famous family remedy will clear your system, regulate your bowels, stimulate your liver, tone your stomach. Then your food will properly nourish you and enrich your blood. You will be healthy enough to resist disease—strong enough to take due advantage of opportunity after taking, as needed,

**BEECHAM'S PILLS**  
Sold everywhere in boxes 10c, 25c.

"You Can't Buy a Poor Piano in a Store That Sells Only Good Ones."

# THE KOHLER & CHASE ANNUAL PIANO CLEARANCE

## Used Pianos and Player-Pianos at Big Reductions

If you desire to purchase a standard, high-grade Piano or Player-piano at a big money saving, here is your opportunity. This Clearance is just what the name implies—A GENUINE CLEARANCE of used Pianos—the reductions in every instance are bona-fide and substantial—the quality of each and every instrument is absolutely guaranteed—the variety is large enough to insure a splendid selection.

If you want the biggest possible value for every dollar you spend, HERE IS THE PLACE; NOW IS THE TIME.

## NOTE THESE PIANO PRICES

1 Weber	\$415; used
1 Steinway	\$365; used
1 Knabe	\$470; used
1 Fischer	\$315; used
1 Steck	\$380; used
1 Cable	\$290; used
1 Wheelock	\$210; used
1 Brewster	\$145; used
1 Tillman	\$ 95; used
1 Kroeger	\$200; used

1 Bowers & Son	\$175; used
1 Pianola	\$ 45; used
1 Angelus	\$ 40; used
1 Weber Pianola Player	\$785; used
1 Aeolian Player Piano	\$190; used
1 Kohler & Chase Player-Piano	\$420; used
1 Steck Grand	\$420; used
1 Kohler & Chase Grand	\$375; used
1 Steinway	\$415; used

1 Steinway	\$325; used
1 Knabe	\$470; used
1 Brewster	\$140; used
1 Hoffman	\$165; used
1 Winston	\$170; used
1 Player-Piano	\$365; used
1 Blasius	\$290; used
1 Blasius	\$390; used
1 Knabe Grand	\$670; used
1 Fischer Grand	\$480; used
4 Player-Pianos (samples) at	\$395

## Sheet Music---Music Bags

Music Box. Was \$100—Now \$35.00.  
Music Bags and Rolls at 50% Off.  
Used Talking Machines, \$15.00, \$20.00 and \$30.00.  
Sheet Music, ten copies, 25c.  
Player Music, 25% Off.  
Player Music Cabinets, 25% Off.

## The Pianola Piano

We are the exclusive agents for the Genuine Pianola Piano, the most perfect instrument of its kind in the world.

The Pianola is combined with the leading pianos of acknowledged reputation. The Steinway, The Steck, the Stuyvesant, The Wheelock and The Standard Weber.

Pianola Pianos, \$375 to \$1275; Grand Pianola Pianos, \$1550 to \$2350. Monthly payments if desired.

## Small Instruments

Violins, 50% Discount.  
Banjos, 30% Discount.  
Guitars, 25% Discount.  
Cornets, 15% Discount.  
Used Cornets, \$10.00, \$15.00 and \$20.00.

# KOHLER & CHASE 473 Twelfth Street Bacon Building

## DREAM OF DOLLARS PANS SEVEN CENTS

California Safe Deposit Assets Said to Be Worth Just That.

SAN FRANCISCO, Jan. 17.—The bright financial vision of Walter John Barnett, John Dalzell Brown, and their California Safe Deposit Company, is seven cents on the dollar, according to the figures Receiver Frank J. Symmes submitted to Superior Judge Seawell.

Symmes, after careful examination states to the court that he is of the opinion he will be able to secure \$1,000,000 for all that is left, lock stock and barrel. When it is considered that this included the property at California and Montgomery streets, and oodles of Western Pacific stock, the question arises: What of the glass, the lumber and brick and pottery companies?

After Barnett's arrest he referred to what was then known as the burned section, and said: "Will San Francisco not be rebuilt? Will it not take glass and lumber to do it?"

This has all come to pass but it seems the Carnegie Brick Company and the Pacific Window Glass Company have not taken a very active part in the restoration of the city, of San Francisco according to their promoter's visions.

When Symmes offered to buy out the assets of the bank was up for \$1,000,000 is a reference to ancient history, and so it was the time when the late Receiver Le Breton estimated that the assets of the bank might realize \$4,163,151.24 under his careful management. This aroused the depositor's association to the point of showing figures for figures that the assets were worth just \$7,017,955.23. Those guesses included an estimate of \$750,000 for the bank property, large round figures for the industrials, and over \$1,000,000 for the Western Pacific stock.

The statement of Receiver Symmes is that the market cannot absorb the Western Pacific stock in quantities and that the bank building he quotes \$4,000,000.

"For the Western Pacific Railway stock and receiver is unable to obtain an offer at any price," says Symmes. "The receiver now submits to the court the only cash offer which has been obtained—in the sum of \$1,000,000 for the entire assets of every kind and description, \$400,000 for the bank building and \$600,000 for all other assets, including cash in bank."

## BANK OF GERMANY HAS BROUGHT SUIT

Seeks to Eject Greensfelder From Home On Vernon Street.

In behalf of the Bank of Germany, suit was filed in the Superior Court late yesterday by Attorney George E. DeGolla against Neph B. Greensfelder to eject defendant from his residence on Vernon street. The property is owned by the bank, and the complaint in the ejectment proceedings alleges that Greensfelder is \$600 in arrears of his rent.

Recently, Greensfelder brought a civil action against the Bank of Germany, claiming it owes him \$16,000 in commissions for the sale of stock, and a few days subsequently he was arrested in San Francisco on felony charges coming out of one of his promotion schemes.

Defendant formerly owned the property in which he lives, the bank's complaint states, but he and Mrs. Greensfelder deeded it to plaintiff corporation "for a good consideration." Afterwards, Greensfelder leased the premises at an annual rental of \$600, but the complaint sets forth, he has failed to pay any rent and has fallen more than a year behind.

Delinquent rent may be trebled under the law, and in its complaint the Bank of Germany asks that this be done in the case of Greensfelder, and that he be compelled to vacate the premises immediately.

## Fine for Croup

Mothers Should Cut This Out and Never Be Unprepared

In any home where a child has a tendency to croup, a bottle of HYOMEI (pronounce it High-o-mei) should be kept constantly on hand. A sudden attack of croup with difficult breathing and extreme distress is apt to come on at any time. The cure to be pursued is plain.

Send for your doctor at once, and in the meantime drop 20 drops of Hyomei into a bowl of boiling water, and hold the child's head over it, cover with a towel or cloth, so that only the air filled with Hyomei vapor is breathed.

This method of treatment has saved many a child's life, and mothers of croupy children should see to it that HYOMEI is always on hand. Full instructions for prompt relief of croup is in each package. A 50 cent bottle of HYOMEI is all you need for croup. It is sold by druggists everywhere. HYOMEI is made of Australian Eucalyptus and other antiseptics. It contains no cocaine or other harmful drug. Money returned if it does not give satisfaction in treatment of croup, coughs, colds, croup and catarrhal deafness. Complete outfit, including inhaler, \$1.00.

## AN INVESTMENT

There is no safer nor more certain investment than buying diamonds. A purchase of diamonds is the only investment where you can be sure of an annual increase in value, and at the same time have the pleasure of either wearing the gems yourself or seeing your wife, sister, daughter or fiancée wearing them.

We have bought steadily and now hold the finest stock of diamonds, all bought before the last rise and many before the last three or four rises. That is why we can sell diamonds at such very moderate prices.

**BALDWIN JEWELRY COMPANY**

29-35 KEARNY ST. SAN FRANCISCO

## GRAVE CHARGE BROUGHT AGAINST WOODLAND MAN

WOODLAND, Jan. 17.—The preliminary examination of George Edington will begin Wednesday at 10 o'clock. He is charged with mistreating Hazel Douglas, a minor child. The child has been making her home with her sister, Mrs. Edington, in this city. For some time it has been suspected that matters were not as they ought to be in the Edington household. Finally Probation Officer Dan E. Jacobs was induced to make an investigation. He consulted both the girl and her sister, and they admitted that Edington had been intimate with the girl. Edington, who had been employed in the city, was not at his home, but he was found at the home of his brother-in-law in the country and arrested. He was released on bail. Hazel Douglas was 16 years old last August.

## GRIP IS DREADED

Because It Lowers Vitality—What to Do.

It is not the disease itself, but the dangerous complications that follow it, that people fear with such good reason: the lingering coughs, the terrible weakness, and the liability of being attacked by pleurisy, pneumonia or some other serious ill.

We say it is highly important to free the system of every trace of grip, and nothing is so good for this as Vinol, our delicious cod liver and iron preparation which creates strength and builds up the body.

Mrs. C. L. Edwards, Long Branch, N. J., says: "Last February I had a very bad attack of grip, and it left me with a terrible cough. For fully six weeks I coughed a great deal, and nothing had any effect on it, until I tried Vinol, which soon gave me relief and has since brought about a complete cure."

Can anything be more convincing than Vinol is just what you need to build you up and make you strong? We guarantee it most positively. The Owl Drug Co., Oakland, Cal.



## Busey-Mihan's Clearance Price

\$2.95

It's one of those roomy, comfortable Rockers with broad, comfortable back, rigid arm rests, and artistic roll opera seat. It's a Rocker that will be appreciated in any home, and a good \$6.00 Rocker for only \$2.95. Terms to suit.

## Axminsters Laid 98c

Patterns regular at \$1.35 and \$1.50 per yard, in excellent qualities of deep pile rich colored Axminster Carpets, a carpet that we can recommend to wear and always retain its superior effect. It's worth your time to investigate this Carpet. Special at 98c per yard, sewed, lined and laid.

## 14th BET CLAY & WASHINGTON BUSEY-MIHAN

## BOUND VICTIM

'PHONES POLICE  
Robbers Tie Up Cafe Owner, Steal \$1000 and Lock Him In.

NEW YORK, Jan. 17.—One of the most urgent calls ever received at a telephone exchange in this city came just before midnight from Otto Utthoff's cafe in this city in the Bronx. The proprietor himself was calling, and he asked for a hurry connection with a police station. When he got the connection, he gave his name and said: "My arms are bound behind me and I can't get the receiver to my ear, but in heaven's name send the police. I have been bound and robbed."

Before the arrival of the police, however, Utthoff had kicked in the glass of the front door of his place and was released by neighbors. He explained that two men had attacked and bound him and had run off with \$1000 in cash and valuables, leaving him locked in. When help came in response to his yells, he knocked the telephone receiver off with his shoulder and gave the alarm.

## SELF-GOVERNMENT BILL INTRODUCED INTO HOUSE

WASHINGTON, Jan. 17.—A revised bill to extend legislative power to Alaska, subject to congressional approval, was introduced yesterday by Delegate Wickersham of Alaska. The bill would locate the capital of Alaska at Juneau and create a council of eight members and a house of representatives of ten members, all to be elected.

## Doctor's Best Formula

Breaks Severe Cold in a Day and Cures Any Curable Cough.  
This has been published here for several winters and has proven the quickest and most reliable formula obtainable for coughs and colds. "From your druggist get two ounces of Glycerine and half an ounce Concentrated Pine compound. Take these two ingredients home and put them in a half pint of good whiskey. Shake it well and take one to two ( teaspoonfuls) after each meal and at bed time. Smaller doses to children according to age. Be sure to get only the genuine (Globe) Concentrated Pine. Each half ounce bottle comes in a sealed tin screw-top case. Any druggist has it on hand or will quickly get it from his wholesale house. Don't experiment with preparations because of cheapness. It don't pay to fool with a bad cold."

## Save Money Avoid Pain

Teeth Extracted Without Pain  
Easiest and Best Painless Extractors in Oakland

SPECIAL UNTIL FEBRUARY 1.  
SET OF TEETH.....\$3.00  
22K GOLD CROWNS.....\$2.00  
GOLD FILLINGS.....\$1.00  
SILVER FILLINGS.....\$1.00  
BRIDGE WORK.....\$2.00  
Teeth Extracted Free when teeth are ordered.

20-Year Guarantee with all work.  
**BOSTON DENTAL CO.**  
1155 1/2 WASHINGTON ST.  
HOURS—Week days, 9 to 5. Sundays, 10 to 3.

Office Phone Oakland 4844. Residence Phone Oakland 1877.  
**Dr. C. Howard Merritt**  
DENTIST  
Union Savings Bank Building, Broadway and 15th, Oakland, Cal.  
Open Tuesday and Friday evenings for examinations.  
Photo Engraving at The Tribune Office







# TWO FIRES THREATEN GOTHAM

Five Alarms Call Department  
to \$1,250,000 Blaze in  
Warehouse Area

Knickerbocker Trust 22-Story  
Building Is Damaged  
by Flames

NEW YORK, Jan. 17.—The seven-story warehouse of the Terminal Storage Company, occupying a full city block near the North River waterfront between Twenty-seventh and Twenty-eighth streets, and containing merchandise valued at more than \$1,000,000, was swept by fire early today. The loss is estimated at \$1,250,000. Five alarms sounded in quick succession, summoned to the scene practically every available piece of fire fighting apparatus from all Manhattan, and this was reinforced by five fire boats.

The Terminal Storage Company's warehouse was of brick and concrete and was regarded as one of the most modern buildings in that part of the city. It was the largest structure of its kind in New York. While the building itself was fireproof and protected by fire walls, sprinklers and all the modern fire prevention and fire fighting apparatus, its contents, consisting mostly of goods awaiting delivery to the big New York department stores, were naturally of the most inflammable nature.

**DIVIDED INTO SECTIONS.**  
The building was divided into sections by fire walls two feet thick. One of the sections was controlled by John Wanamaker and contained merchandise consigned to him. Another section was rented by Gimble Brothers, while the two remaining sections had as tenants nearly fifty smaller firms.

The fire started in the Wanamaker compartment and worked its way through the fire wall to the Gimble section. Both these sections were destroyed, but the fire walls between them and the other compartments held firm, and the loss is therefore confined to the two firms named. There was no loss of life, but two firemen were seriously injured.

**FIRE DOES \$100,000 DAMAGE.**  
NEW YORK, Jan. 17.—A stubborn fire broke out early today on the ground floor of the Knickerbocker Trust Company's 22-story building at Broadway and Exchange Place, a block from the Stock Exchange and did \$100,000 damage before it was checked. The blaze started in the cutting rooms of a tailoring and furnishing goods firm, which occupies the corner of the building, just behind the vaults of the trust company. By the time the firemen arrived the flames had worked their way beneath these vaults and for a time the situation looked serious, particularly on the fact that the fire practically all the first class apparatus from the lower part of the city had been sent four miles up town to assist in fighting a five-alarm fire in the Terminal Storage Company's warehouse on the North River waterfront.

**NEAR EQUIVOCAL RUINS.**  
Knickerbocker Trust Company's building is a more modern structure than the ruined Equitable building, which was located only a block to the north on Broadway—and the steel walls and concrete floors held the fire until a flood of water from chemical tanks gradually drained the masonry. It was an hour after the first alarm was turned in before Assistant Chief Blinn was willing to say that the flames were under control. The damage was confined to the store where the fire started.

# HIS ESCAPE FROM DEATH WAS CLOSE

Man Jumps From One Train  
Only to Be Hit by  
Another.

SAN FRANCISCO, Jan. 17.—Because he wanted to escape himself a four-block walk, Antonio De Vincent, a stone cutter, took a chance this morning which may result in his death. De Vincent resides at Visitation Valley and was a passenger on Southern Pacific in-bound local train No. 33. He is employed at McGillivray's quarry and wishing to get off near his work, he jumped from the train.

The cars were moving slowly and he might have done the thing before without injury, but today he failed to note the approach of east bound train No. 82, which left the depot at 6:30 o'clock. He was struck by the engine, hurled into the air and rendered unconscious. At the Central Emergency Hospital Dr. Jackson found that five of his ribs were fractured, that he had sustained a lacerated wound of the scalp, a possible fracture of the skull and internal injuries.

**ANGEL CAMP INCORPORATES.**  
ANGEL'S CAMP, Cal., Jan. 17.—By a majority vote of 160 out of the 524 cast, Angel's Camp, one of the best new picturesque camps of 49 activity, was incorporated yesterday. Town officers will be chosen April 6. The population of the town is 2500. A public demonstration was held tonight in honor of the event.

**SIX ASPHYXIATED.**  
YORKTON, Sask., Jan. 17.—Mrs. Duncan McNichols and her five children, ranging in age from five to 15 years, were asphyxiated by coal gas at their home at Watford. The bodies were not found for several days.

Mrs. A. R. Tabor, of Grider, Mo., had been troubled with sick headache for about five years, when she began taking Chamberlain's Tablets. She has taken two bottles of them and they have cured her. Sick headache is caused by a disordered stomach for which these tablets are especially adapted. Try them, get well and stay well. Sold by Osgood Bros. drug store.

# HARRY M. MAXWELL DIES SUDDENLY

## PROMINENT OAKLAND CLUBMAN MOURNED



The late H. M. MAXWELL, whose sudden death yesterday afternoon was a great shock to the community.

# Heart Failure Results in Death of Commercial and Society Leader of This City

Harry M. Maxwell, president of the H. M. Maxwell Quarry Company at Stege and member of the firm of Maxwell & Havens Red Rock Company, a prominent and wealthy clubman of this city, suffered an attack of heart failure yesterday afternoon while waiting for repairs to be made on his automobile in a garage at Twelfth and Oak streets, and died shortly after without regaining consciousness.

Maxwell was 52 years of age and a native of Heidelberg. He is survived by a widow, Mrs. Nellie A. Maxwell, one daughter, Mrs. Gladys Maxwell Jackson, wife of Frank K. Jackson of the Jackson Furniture Company, two sisters and four brothers. His parents, John Kennedy and Martha Lucinda Maxwell, are residents of Kentucky. Mrs. H. M. Maxwell is a sister of Mrs. Frank C. Havens and of Mrs. George Sterling, wife of the poet. The family has occupied a prominent social position in the bay cities for many years. Maxwell was for some time Western representative of the Cudahy Packing Company in Seattle, where he recorded great success. Later he came to Oakland and engaged in the quarry business, taking as his partner Harold Havens, and the two firms have been successful in contracting and in this business Maxwell was engaged at the time of his death.

**PROMINENT SOCIALLY.**  
The beautiful home in Piedmont at Sheridan and Lakeview avenues, was the scene of many social gatherings, as Mr. and Mrs. Maxwell entertained extensively. Maxwell was a member of the Athenian Club, where he had been a prominent figure for many years.

The brothers of the deceased are Perry H. Maxwell, head of the government life-saving stations in New York; George W. Maxwell, inventor of a block signal system which he recently disposed of for more than \$50,000, and who lives in San Francisco; Logan Maxwell, a hotel man of Los Angeles, and W. G. Maxwell, a merchant of Cloverdale. His sisters are Mrs. Carleton Mead and Mrs. Mary Darrow, both of Oakland.

# SIXTEEN OAKLAND CHORUS GIRLS STRAND IN CHICAGO

"The Campus" Is a Tragedy, Not a Musical  
Comedy, to Bevy of Local Beauties

Gossip along the Rialto, among the local thespians, is said to be much concerned over the stranding of "The Campus," Walter De Leon's musical comedy, managed by Ferris Hartman, in Chicago. The story goes that two Oakland chorus girls, who positively refuse to give their names, have arrived home with a harrowing tale of being left stranded by the management with nothing but a few cents to live on for days at a time. After leaving the coast, the company worked its way on toward the east, arriving in Chicago a few weeks ago after continued hard luck throughout its travels. In Chicago, its fortunes were no better and a week ago Saturday, January 6, without any notice to the company, so it is alleged, the engagement closed, and the principals, De Leon and his wife, "Muggins" Davies, are asserted to have departed for Los Angeles.

# CLUB WITHOUT BAR FOR RAILWAY CLERKS

CHICAGO, Jan. 17.—Railway clerks of Chicago are to have a club without a bar. Members of the organization which has been incorporated as the Chicago Railway Club, met last night and authorized the house committee to furnish rooms. The membership is already 350. There are 20,000 men in the city eligible.

"No liquor shall be sold, given away, or stored on the premises," said Secretary J. P. Curran. "Our idea is to have a place where railway men can meet and enjoy themselves in any way which does not include drinking. Liquor and business do not go together."

# HEAD IS SEVERED.

WATERBURY, Conn., Jan. 17.—Willard F. Buggles, 44-year-old, was decapitated in the elevator pit of a building here last night when the elevator weight crashed down from the fourth story, cutting its way through the floor and supporting beams and plunging him under it to the cement pavement in the pit. His head, left arm and left leg were completely severed from his body.

# NAVAL CONSTRUCTOR IS HOME FROM SOUTH

VALLEJO, Jan. 17.—For the purpose of studying the methods adopted by the Santa Fe Railroad Company in conducting its large machine and repair shops at San Bernardino, Thomas Rubin, naval constructor on Navy Island, departed for that city yesterday afternoon. Lieutenant M. S. Davis and Assistant Naval Constructor A. H. Van Kesteren returned last week from San Bernardino, where they also studied shop management. They were well pleased with the results.

# Great Sale Begins Thursday Morning at 11 O'Clock Sharp

## Attention, All! To this Great Money-Saving Event

### Our FORCED to VACATE SALE Is Now On

The Report of Our Low Price Bomb Is Echoing Throughout Every Home in San Francisco. Thousands upon thousands of seasonable CRAVENETTES, RAINCOATS AND WOOL COATS, for men, women and children, will be sacrificed at 33% on the Dollar before the BUILDING GOES DOWN. ONLY A FEW WEEKS and this great task must be accomplished, so help us unload.

# An Endless Crowd of Buyers Packing the Store

Everybody Aroused—People Coming in Armies to Attend This Stupendous Sale Which Has No Competition—The Sale That Holds the Record for Bargains

No disappointments—goods and prices exactly as advertised. Bargains that defy competition, and the people of San Francisco are taking advantage of the bargains and reaping the savings. For since this sale has started the crowds have just swarmed the store

# We Tell You There Was Never Anything Like It

NOTE THE PRICES QUOTED IN THIS ANNOUNCEMENT—MAKE COMPARISONS YOURSELF—PRICES THE LOWEST IN YEARS. Every retail store in San Francisco and vicinity is wondering how we can sell goods so cheap. Our building is coming down, with no location in sight. That is the secret of our low prices, and now you benefit.

# Excitement At Its Height in Every Foot Of Our Store

Merciless price-cutting on every garment in stock, from end to end. A wreck of prices and values. You have never in your life seen such record-breaking Bargains.

Women's Priestley Cravenettes, Raincoats and Wool Coats	
Women's Coats Up to \$12.50	\$2.45
Women's Coats Up to \$25.00	\$7.85
Women's Slipon Raincoats Up to \$35.00	\$12.85
Women's Imported Gabardine Raincoats Up to \$40.00	\$14.45
Women's Suits and Children's Coats, Etc.	
Women's Suits Up to \$15.00	\$4.95
Women's Suits Up to \$30.00	\$11.85
Children's Rubberized Capes Up to \$3.00	\$1.35
Children's Rubberized Capes Up to \$6.00	\$2.35
Men's Priestly Cravenettes, Raincoats Oil and Rubber Coats	
MEN'S Raincoats and Oil Coats Up to \$7.50	\$1.75
MEN'S Rubber Slipon Raincoats Up to \$10	\$3.75
MEN'S Priestly Cravenetted Raincoats Up to \$15.00	\$6.75
MEN'S Cravenetted Raincoats and Ulsters Up to \$25.00	\$11.85
MEN'S Gabardine Raincoats Up to \$37.50	\$17.75
Boys' Rubber Coats Up to \$4.00	\$2.45
Fine Rubber Coats for Policemen, Firemen, etc. Values \$4.00 to \$12.00	\$5.00
125 MEN'S RUBBERS	65c
75c Women's Rubbers	39c
40c Children's Rubbers	19c
\$8.00 Rubber Boots	\$3.95

917 Market St. Bet. 5th and 6th

GOODYEAR Open Saturday

San Francisco RAINCOAT COMPANY Till 10 p. m.

There is a limit to this space, but none to our bargains. Come in and see them all.

# EMPRESS WEEPS WHEN DISCUSSING ABDICATION

## Situation in Mongolia Grows Acute With Use of the Revolutionists

TIEN SIN, Jan. 17.—Further discussion of the question of the abdication of the Chinese throne has been adjourned until Friday. The conference held today by the princes of the imperial clan at the palace was inconclusive.

The empress dowager, during the conference, was heavily watched by her position. She wept bitterly as she informed the princes that she thought the abdication of the throne had become imperative.

Prince Ching, the former premier, as sent to this view, but the younger princes took an attitude of strenuous opposition to the passiveness of Prince Ching and urged on the empress dowager to refuse to abdicate.

**WAR IN MONGOLIA.**  
PEKING, Jan. 17.—The revolutionary movement in Mongolia is making considerable progress. By the aid of the unopposed seizure of Khailar, a Manchurian city, and the proclamation of autonomy by the Mongols of that region, are confirmed. Frequent reports reach Peking that the Mongols have taken other cities. The attitude of the Republicans in connection with the loss of provinces is being watched with considerable interest by foreign observers. In Russian circles it is contended that there is danger of a great modern army being organized by the republican government, but military attaches of other foreign nations doubt that the Russian statesmen really fear such an armament.

The Chinese government is apparently desirous to prevent any anti-Russian press campaign at the present moment, in view of the possibility of a partition of China. In diplomatic circles, however, it is generally recognized that China has lost the right to retain vast territories which she has proved herself incapable of developing.

The bomb thrower who attempted the life of Yuan Shi Kai has confessed that the assassination of Premier Yuan was to have been the signal for a general uprising in Peking. The whole southeast portion of the city is now picketed with troops and a house to house search resulted in the discovery of a bomb factory and the arrest of several men having bombs in their possession.

There are persistent rumors of an attempt to poison the empress dowager, who, however, becoming suspicious, refused to partake of the fatal cup.

**ATTITUDE UNCERTAIN.**  
ST. PETERSBURG, Jan. 17.—A change has come over the situation in Mongolia, according to reports published in the newspapers here. A number of minor khans and leaders who originally declared for Mongolia's independence from China have now sent a petition to Premier Yuan Shi Kai asking in which they explain that their proclamation of independence does not mean complete separation from China if the Peking government will correspond to the oppressive fiscal extortion that has been practiced hitherto in Mongolia. A despatch from Urga, the Mongolian capital, states that the Kutuktu, who was recently installed as khan of Mongolia, has abolished the Chinese taxes and established new ones on the advice of Russia.

The newspapers charge Premier Yuan Shi Kai with playing a double game, on the one hand applying for Russian aid, and on the other hand trying to represent Russia as violating Chinese sovereignty in Mongolia.

The Chinese government insists that Russia does not want Mongolia as a Russian province, but that a free and independent Mongolia would be highly desirable.

**CHINA AFTER LOAN.**  
LONDON, Jan. 17.—A rumor is current in Peking, says a despatch from the St. Petersburg correspondent of the Daily Telegraph, that the Chinese government has offered to cede Mongolia to Russia in return for a loan of 100,000,000 taels (approximately \$70,000,000).

# 'MYSTERIOUS' ONE ACCUSED BURGLAR

## GUSTED BY Y.M.C.A. HELD TO ANSWER

Fred M. Walker Dropped for Striking Joseph Nill in Gymnasium.

Thomas Elliott, Captured by Woman, Is Held On \$2000 Bail.

SAN FRANCISCO, Jan. 17.—Fred Mitchell Walker, known as "Mysterious Mitchell," who caused widespread speculation about his identity when he pitched for the San Francisco team of the Coast League, two years ago, was dismissed as coach of the San Francisco Y. M. C. A. basketball team yesterday for striking Joseph Nill in the association gymnasium. Nill is a basketball referee and the altercation of the two men grew out of a disagreement in a game. Candidates and members of the team are circulating a petition for his reinstatement, declaring that Nill's conduct justified the blow.

**COLD CASH HEADACHE.**  
TAXATIVE BROMO Quinine, the world-wide Cold and Grip remedy, removes colds. Call for full name. Look for signature E. W. GROVE, 25c.

Thomas Elliott, a burglar who was captured last week by citizens who aided Mrs. Marie Greer, was held to answer before Judge Mortimer Smith this morning on a felony charge of burglary. Elliott was bound over to the Superior court on bail of \$2000.

When Mrs. Greer returned to her home in East Oakland from a shopping expedition she was confronted by a burglar, who dashed past her from the house. Mrs. Greer followed and neighbors assisted in capturing the man and placing him in the hands of the police.

**PENSIONS FOR ADMIRALS' WIDOWS.**  
WASHINGTON, Jan. 17.—Bills granting pensions to the widows of Admirals Schley and Evans were introduced in the Senate yesterday.

**CRUSHED TO DEATH.**  
GRASS VALLEY, Jan. 17.—J. J. Van Beboe, a prospector, was found Monday night pinned under a fallen ledge on his mining claim near Yuba, 12 miles east of Grass Valley. He had been crushed under the rock for more than 48 hours, without food or water, and died as he was being extricated. He left a wife and family in San Francisco.

**TWENTY-ONE NEW CANNERIES.**  
SEATTLE, Jan. 17.—The Pacific Coast salmon pack for 1911 was valued at \$29,869,000, according to a statement prepared by the Puget Sound Salmon Cannery Association. Twenty-one new salmon canneries will be constructed and operated in Alaska during the coming season. The silver salmon pack on Puget sound in 1911 was the largest ever made of this species.







# President Taft's Claim on the Pacific Coast

**P**RESIDENT TAFT is the logical candidate to succeed himself. Not only is he the logical candidate, but he is by far the best equipped candidate for the high office he holds that has thus far presented himself. His experience on the bench, as Governor-general of the Philippines, as Secretary of War and as President has not only demonstrated his talents and fitness as an administrator, but has still further qualified him for service as the executive head of the nation.

Mr. Taft's distinguishing traits are clearness of vision, fixedness of purpose, fairness of mind, sense of justice, catholicity of sympathy and firm belief in the moral soundness of the people. These are all high qualities. Conjoined in one person of broad understanding and unflinching integrity, they constitute the basic elements of the ideal ruler in a free country. They are the qualities which enable a man to lead in inaugurating carefully considered reforms and to apply the brakes when crude radicalism threatens to smash things by rushing headlong into untried experiments. President Taft is a man of progressive ideas and sympathies, but he is wise enough to perceive that every suggested change is not progress, and that proposed remedies for acknowledged evils may be worse than the evils themselves.

His mental poise is equal to his sterling honesty and sturdy patriotism. The moral soundness of the man irradiates

and strengthens a judgment at once calm and profoundly considered. He never does anything hastily or with intent to court popular favor. He does what he deems to be his duty, what he thinks is the best for the people, and trusts to the sober judgment of his countrymen to vindicate his conduct and do justice to his motives. Of how many men who figure in the public life of democracies can this be truthfully said? To whom of all the aspirants for Mr. Taft's place will it apply?

President Taft has given the country a wise, safe, progressive and economical administration. His foreign policy is broad and enlightened. Peace, amity, and justice in our intercourse with all other nations have furnished its keynote. The arbitration treaties he negotiated with England and France are evidence of his desire to promote concord among the nations of the earth, his abhorrence of war and bloodshed, and his aim to have all international disputes adjusted in accordance with fixed rules of equity. Future generations will accord him the honor of being the most potential advocate of peace the world has ever known.

In the details of domestic administration he has demonstrated remarkable capacity. He has raised the standard of efficiency in the public service, and at the same time enforced wholesome rules of economy. It is due to his efforts that we have a postal savings system, and if Congress does not prove obstinate and obstructive he will suc-

ceed in establishing a parcels post. For the first time in its history the Postoffice Department has been placed on a self-supporting basis. The rural free mail delivery system has been improved and extended. The laws prohibiting trust monopolies have been energetically and impartially enforced—for the first time since they were enacted. Violations of the banking laws have been rigorously punished.

When he came into office the revenues were insufficient to meet the expense of government. By reducing the cost of administration and securing the passage of measures which increased the national revenue he has succeeded in making the government's income meet its expenditures. He is still working hard to reform our revenue and currency systems, to the end that trade may be relieved and banking be placed on a sounder basis.

President Taft has endeared himself to the people of the Pacific states by his efforts to advance their interests and to solve the problems peculiar to this region. He is the friend of irrigation and favors extending government aid to all legitimate projects for reclaiming arid lands and expanding the area of cultivation. He has exerted himself to have the Panama canal completed at an early date and is desirous of building up a great commerce between the Pacific Coast cities and the Orient. The development of Alaska is near to his heart, and every city on the Pacific Coast is deeply interested in the development of the resources of that territory.

President Taft's well directed efforts brought the Panama-Pacific Exposition to San Francisco. But for him the exposition would have gone to New Orleans—away from the Pacific Coast. That enterprise will be of prodigious benefit to every State in this section of the union. It will bring capital and visitors from all parts of the globe. A great tide of immigration will follow, which will be distributed all over this Western country, peopling the waste places, increasing the trade of our cities and stimulating the development of our resources. The magnitude of the boon President Taft conferred on the Pacific Coast is only faintly understood as yet, but in a year or two we will begin to grasp its significance, and by the time the exposition opens we can appreciate what it means.

While William Howard Taft has earned the confidence and esteem of the whole nation, he has earned the special gratitude of the people of the Pacific states. He has done them an enormous favor, a special service that it is impossible to adequately compensate. But his claim on their good will can in a way be requited by giving him their hearty and unanimous support for re-election. Unless THE TRIBUNE is mistaken in the people of California, Oregon, Nevada, Arizona, New Mexico, Utah, Idaho, Montana and Washington they will give the President such a support as will indicate their gratitude and their lively sense of what is due themselves. A president who is at once so worthy of confidence and so good a friend can count on their hearty enthusiasm in his behalf.

## A Word for The Tribune Annual.

We herewith present THE TRIBUNE'S Annual. It will best advertise its own merits, but nevertheless an expression of pride in this production is not out of place. Nothing of the kind, so excellent, so comprehensive and so compendious, has ever been issued in Oakland. Its chief merit is that it reflects the business, industrial and financial conditions actually existent in this city and the contiguous communities.

The Annual is an epitome of the growth, progress and prosperity of Oakland and her sister cities. It shows pictorially a part of what we have here and what we are doing. It describes in words the development of a great city on the eastern shore. It explains the reasons for that development and the methods by which it has been accomplished.

It is a triumph of pictorial art, of typographical skill and truthful description. In telling what Oakland is today it unfolds the promise of what she is to be in the future. It tells a story that testifies to the energy, enterprise and civic spirit of the citizenship of Oakland, Berkeley and Alameda—of all Alameda county.

In these pages will be found a record of endeavor that challenges admiration and emulation. That endeavor reaches into nearly every field of human activity, and its fruits are worthy and ennobling.

Moral and educational advancements have kept pace with material progress. While constructing docks and wharves we have not neglected to build schools and create parks and playgrounds. If our banking houses and great department stores are splendid, our library, churches and school buildings are equally splendid. Ethics and religion have their full share in the development of the community. Public edifices harmonize in grandeur with the great structures devoted to commerce and finance. Ample provision is made for the education and training of the young and the care and cure of the sick. Our civic life is rounded out in perfect proportions—and we have only made a beginning.

But look through the pages we present and ponder well the tale they tell. It is one to the credit of this community and the State of California. If this number of THE TRIBUNE is one of superior excellence and interest it is because the material to make it interesting and excellent is so abundant. From fact has been woven a story fresher and more vitalizing than fiction can ever furnish. It is the story of honorable achievement, of civic progress, of social development.

A glance over these pages will give the stranger an idea of Oakland, will make him acquainted with the doings and quality of our people. It will explain to him why a great city is being built here, why residence here is so delightful and why the population is growing at such a tremendous rate. It will tell him that Oakland had 67,000 inhabitants in 1900 and 150,174 in 1910, and has 170,000

now. It will tell him why we are building over 2000 dwellings each year in Oakland, besides great business blocks, apartment houses and hotels.

Also, the reader will find many other particulars of interest. He will learn that Oakland is the greatest educational center on the Pacific Coast, that it is a manufacturing city of the first importance, and that it is making ready to become a maritime city of the first rank. Oakland owns her entire water front and ship and car will meet at foot of it. A gigantic dock, wharf and warehouse system is being constructed, also new railroads to feed it.

All this will be found in the Annual, and much more. There are special articles on a variety of local subjects, from civics to breeding poultry; also, a vast number of beautiful illustrations descriptive of life and progress in this city. Read it and send it to your friends. It is the best advertisement of Oakland and Alameda county ever printed. We offer it in perfect confidence that its merits will be appreciated at home and that it will prove an evangel for Oakland's interests when sent abroad.

It seems odd that the Democrats who question William R. Hearst's orthodoxy find no fault with the orthodoxy of Eugene N. Foss. Foss always claimed to be a Republican up to the time the Democrats nominated him for Congress. Again, the Democrats nominated Horace Greeley, although he never at any time in his life professed to be a Democrat.

## FINANCING SOUTH AMERICA

South America is in the money market seeking big loans for development purposes. Although her trade balances bring in a constant flow of gold, the supply from this source and her mines by no means suffice to supply the increasing demand. The principal countries down there never looked so attractive to outside capital as now, and conditions are similar to those prevailing in the United States when the boom in railroad building was financed by foreign capitalists with a lavish hand until the total was counted in billions. Nothing like the amount invested in the United States has as yet gone into South America, but as the exploitation of that territory is in its infancy, opportunity will be found in the future for the investment of vast sums.

Brazil and the Argentine, because of their favorable position with respect to Europe and their great expanse, are the centers of the wave of development, with Chile a good third. There are others, like Venezuela and Peru, but unsettled political conditions make their progress slower. Europe is the principal customer of

South America and naturally the source of financial supply. In the past London and Berlin sent over the bulk of the funds required to satisfy balances and loans, but these money capitalists have now been supplanted by Paris, where a plethora of loanable gold is always on the counters. It was expected, not long since, that the United States would be drawn on by South America in a large way as the result of investments by large syndicates formed here for that purpose, but for some reason bright hopes were not realized.

Recently the wants of Honduras and Nicaragua have been supplied by loans negotiated in New York, but Costa Rica has gone to Paris to obtain her requirements, as if better terms were obtainable there than in New York. Heavy shipments are going to the Argentine to take over a government security issue of unusual proportions. Probably the bulk of the \$100,000,000 the French withdrew from Germany last summer will find its way across the Atlantic, and that Europe will feel the pinch caused thereby for a long time to come.—Washington Post.

## Twenty Years Ago Today

The Sixth street engine house bell has been successfully recast. The work was done at Henneberry Brothers' foundry on Castro street yesterday afternoon in the presence of a number of city officials. The old bell, as sent to the work shops, weighed 950 pounds, but this was run up to 1200 pounds with copper and tin. The recasting occupied 55 minutes and was a good job. The work was done for a contract price of \$195. The original bell metal was from the old city hall and was melted when that structure was destroyed by fire.

Next Saturday afternoon thousands of people will make their way toward the power house of the electric railroad company at Temescal. From this point a big unfettered balloon will soar into the sky, carrying with it, hanging to a trapeze, Miss Bertha Auzola. When between 3000 or 4000 feet from the earth she will suddenly startle the gaping thousands by cutting herself loose.

The officials around the court house and Hall of Records have banded together against a book agent whom they claim has succeeded in clinching them in fine style. They subscribed for two volumes each of a book entitled "The Bay of San Francisco," the whole for \$25, including a history of each person. Among those on the list were: County Clerk Crane, Deputy Clerk N. G. Sturtevant, Robert Edgar, Thomas M. Robinson, George H. Furry, Deputy Treasurer George Chase, County Auditor Myron Wideman, ex-Sheriff William E. Hale, Under Sheriff W. S. Harlow, County Recorder Rod W. Church, District Attorney George W. Reed, Deputy Attorney Emil Nusbaum, Lin Church, County Assessor Robert S. Leckie and County Surveyor George Nusbaum.

The promised contest over the estate of the late Anna L. Murphy has developed. The contest turns upon the use of a single word, "domestic." Mrs. Murphy was the widow of Daniel T. Murphy, who was a member of the firm of Murphy, Grant & Co. of San Francisco. She died in London last March.

Last evening Mr. and Miss Dural of Livermore gave an at home at Bellevue in celebration of a French fete day. Among those present were: Mrs. J. Rudolph, Miss Annie Coon, Miss Mamie Inman, Mr. and Mrs. John Hayes, Mr. and Mrs. H. Black, Mr. and Mrs. Will Ousterhout, Bert Reed and Dr. J. S. Rowland. The new Catholic church at Niles will be dedicated next Sunday morning at 10 o'clock by Archbishop Riordan of San

Francisco. Father Powers of Livermore will be present and Father Caraher of Mission San Jose will be master of ceremonies.

REFLECTIONS OF A BACHELOR.  
All a thing needs to become hateful is to be a duty.  
Cuss words never did a man any good, York-Press.

but it always seems to hurt him not to say them.  
Knowing too little isn't half as dangerous for most people as knowing too much.  
A girl never really has to wait for leap year to ask a man, because any year she knows how to ask him to ask her.—New York-Press.

OAKLAND'S POPULAR THEATERS  
VAUDEVILLE LEGITIMATE  
All Eastern Successes Will Be Perfectly Staged in Oakland

MACDONOUGH THEATER  
Phone Oakland 87

TONIGHT—LAST TIME  
THE GAMBLERS  
By CHARLES KLEIN  
Prices \$1.50 to 50 cents.  
THREE NIGHTS, STARTING THURSDAY, JAN. 18—MATINEE SATURDAY  
THE VIRGINIAN  
By Owen Wister and Kirk La Shelle.  
Prices \$1.00 to 25 cents. Matinee, 25 and 50 cents.

OAKLAND Orpheum  
12TH AND CLAY STS.  
Sunset Phone Oakland 711. Home A-5555.  
PRICES—MATINEES: 10c, 25c, 50c (except Sunday and Holidays). EVENINGS: 10c, 25c, 50c, 75c, Box Seats, \$1.00.  
MATINEE EVERY DAY!  
VAUDEVILLE DE LUXE.  
GORDON HOBBS & CO. in "Win by a Leg."  
RUBY RAYMOND & CO. in "The Ambitious Street Tramps."  
THE ESTHER TRIO, Wonderful Up-Side-Down Artists.  
In Conjunction with the Great  
Orpheum Road Show  
Coming Next Sunday, ADA REEVE  
Seating, 10c, 25c, 50c, 75c, Box Seats, \$1.00.

Liberty PLAY HOUSE  
The Bishop Players present the delightful costume romance of Old England.  
SWEET NELL OF OLD DRURY  
Marjorie Rambeau as Nell Gwynne; George Soule Spencer as King Charles II., and a notable cast and production.  
Matinees—All Seats 25c. Evenings, 25c and 50c.  
Next Monday Evening "A Gentleman of Leisure"

"My, Oh My" Those Texas Tommy Dancers at The BELL  
A Great Big Show of Sullivan & Connelley Acts together with Six Texas Tommy Dancers.  
MAT., 2:30; EVENING, 7:30 & 9.

Columbia Theater  
TONIGHT AND ALL THIS WEEK  
Dillon & King's Big Musical Comedy Co.  
Evening Prices—10c, 20c, 30c, 50c, 75c, Box Seats, \$1.00.  
Two Shows—7:45 and 9  
Presenting "EASY MONEY"  
Matinee Every Day at 2 p. m., 10c.  
Except Sunday and Holidays.



## Pictures AND Picture Framing

Good Pictures are often  
spoiled by Poor Frames.

When you have anything to frame let us give you a suggestion. We are always glad to do it. We have just received a large line of new mouldings, and with our complete equipment we can give your order prompt service.

## Smith Bros.

Art Dealers—Picture Framers—Stationers  
462-464 Thirteenth St., Between Broadway and Washington  
Oakland.

## CHINESE BUYS UP VALUABLE REALTY

The Property at Eighth and  
Webster Transferred for  
Large Sum.

A deed went on record yesterday from Caroline W. Ward, a widow, to Chin Yuey, a Chinese, transferring a lot 25x100 on the south side of Eighth street, 75 feet west of Webster street. The property is covered by a story and a half shack built in the den part when Oakland was in its swaddling clothes. One of the two small stores in the front is occupied as a Chinese barbershop.

The consideration figuring in the deal is kept private but the rentals derived from the Chinese tenants occupying the same frontage of Eighth street, between Franklin and Webster, are so high that it is believed the sum was considerable.

## EMBRYO FARMERS AT WORK.

ALBANY, Jan. 17.—Nineteen high schools in New York state are now giving a four-year course in agriculture and 23 other high schools have less extensive courses along the same line, according to the annual report of Raymond A. Pearson, president of the New York State Agricultural Society. The school work in farming is proving popular, he adds, and more than 2000 pupils are taking the prescribed work.

## LIEN SECURES A BIG BOND ISSUE

Gas Combine of State Files a  
Mortgage in Amount of  
\$150,000,000.

A mortgage of all its properties in California, executed December 1, 1911, to the Bankers Trust company, with Frank B. Anderson of San Francisco as trustee, to secure a bond issue of \$150,000,000, has been filed in the office of the county recorder by the Pacific Gas and Electric company. The mortgage carries general and refunding provisions and is one of the largest ever recorded in Alameda county. It is due January 1, 1942. The Pacific Gas and Electric company controls about thirty-five illuminating and power corporations in the state one of which is the Oakland Gas, Light and Heat company.

## DISPLEASE LANDLADY.

SAN JOSE, Jan. 17.—Elaborate preparations were made yesterday for the trial of S. C. Campbell, owner of 19 jackasses, kept in a stable in the vicinity of Washington square, the educational center of the city. He is charged with disturbing the peace. The complainant is Miss Roxie Townsend, who keeps a lodging house nearby, and who asserts that the jackasses make the day and night hideous with their braying.

## AMUSEMENTS

MOTION PICTURE THEATERS

Plaint Educational Entertainment—Afternoon, Evening—Pleasant  
and Most Modern Pictures Displayed—Continuous Performances.

## Not Dominated By The Trust Positively Independent

We Change Our Entire Programs Every  
Day and Show from 6 to 8 Pictures Daily

Biggest and Best Picture Shows in this City  
Entirely Different Pictures in each Theatre

5c All Seats 5c All Times 5c

Today At The Camera 'The False Friend' & 6 Others

Broadway Today 'THE TWINS' & 6 Others

A Superb travel film, "From Osterson to Storlien, Sweden."

Go Where You Get Your Money's Worth  
ON THE RIGHT SIDE OF BROADWAY AT 12th ST.

## OAKLAND

Broadway at 15th Street

LARGEST PHOTO  
THEATER IN AMERICA

Opposite  
Big Flagpole

## BUNNY

The Funniest Man in Picturedom Featured in  
"Chumps"; 1000 feet of "Jack and the Beanstalk"; "Napoleon Bonaparte," an episode in the life of the Great General; Today's Biograph and Selig; Seven First Run Pictures.

INCIDENTAL ORGAN MUSIC—1600 SEATS

## LYRIC

TODAY'S Edison,  
Lubin and Kalem

"FREEZING AUNTIE"

"PRESIDENTIAL REVIEW" "A NOBLE ENEMY"

"COWBOY ARTIST" "OFF NEWFOUNDLAND"

## TRIBUTE IS PAID TO MRS. HEARST

Y. W. C. A. Honors Woman  
Who Has Given Much of  
Her Time to Cause.

SAN FRANCISCO, Jan. 17.—Mrs. Phoebe A. Hearst, who for many years has been one of the liberal benefactors of the Young Women's Christian Association work in California, was the honored guest yesterday afternoon at a reception tendered her by the managers and directors of the local Young Women's Christian Association.

More than 300 guests called at the Y. W. C. A. building in O'Farrell street from 3 to 5 o'clock to greet Mrs. Hearst, who has been the fairy godmother of many of the association's cherished enterprises.

Quantities of red berries, Oregon grape foliage and bouquets of huckleberry transformed the reception room and the dining hall into a bower for the occasion. Receiving with Mrs. Hearst were Mrs. George P. Thurston, president of the Young Women's Christian Association; Mrs. George W. Prescott, Mrs. John F. Merrill, Mrs. M. J. McDonald, Mrs. P. A. Hays, Mrs. H. J. Sadler, Miss A. G. Catlin, vice-presidents, and the following members of the boards of managers and directors:

Mesdames: Shotwell, W. J. Spruance, John Van Winkle, H. L. Allen, E. L. Bailey, James D. Bates, Frank D. Crocker, William H. Gale, H. P. Haynes, John Jones, M. P. Kelley, L. A. Kittle, N. G. Martin, J. L. Miller, J. L. Morse, L. H. Rockwell, C. C. Rader, William

Among those who were received during the afternoon were:

Mr. James J. Sinclair, Mrs. Jean O'Connell, Robert M. Willis, Rev. E. B. Martin, Mrs. Eleanor Stephens, Dr. John Irving, Mrs. James Stephens, Mrs. Crocker, Mrs. Henry J. Church, Rev. Frank Newhall, Mrs. Edwin Hale, Mrs. Frances Nichols, Mrs. W. T. Bowen, Mrs. E. J. Boone, Mrs. Philip A. Ham, Mrs. John D. Dunbar, Mrs. L. L. Frederick, G. S. Dimond, Mrs. Edward Cheney, Mrs. May L. Foster, Mrs. S. S. Fredericks, Mrs. Sargent, Mrs. John C. George, Mrs. Rowan, Mrs. Andrew and many others.

## SAN MATEO JURY BUSY WITH PROBE

Would Know Why Whisky Was  
Purchased for the  
Alms-house.

REDWOOD CITY, Jan. 17.—The San Mateo county grand jury convened yesterday and devoted the day to a conference with Expert Atwood and an investigation of alleged abuses.

John F. Ford, superintendent of the county farm, was the first witness. When asked to explain why two barrels of whisky had been purchased for the almshouse in the last year, he replied that the liquor was administered as medicine to the aged and infirm inmates of the institution. Some of the public wards, who have been drinkers all their lives, need two or three glasses of whisky a day, he said.

Matt Callan, a prosperous rancher and hotelman of Colma, who is a member of the grand jury, urged his fellow inquirers to investigate a report that he had given \$500 to Supervisor Daniel E. Blackburn for a favorable vote on a liquor license. He desired to be exonerated from any suspicion of bribery.

Before the final adjournment of the grand jury it is probable that County Treasurer P. P. Chamberlain's force will be quizzed to discover why that official has neglected to occupy his office in the county courthouse. Despite the fact that the county has fitted up a treasurer's office at great expense, Chamberlain continues to transact the public business at his store.

San Mateo's three motorcycle policemen—George Lowman of Colma, Michael Brown of San Mateo and Theodore Martenstein of Redwood City—have been subpoenaed to appear before the grand jury in Redwood city. They profess not to know why they are being called, and the grand jurymen will not tell.

## MRS. BOYDSTEN SEEKS TO ADJUST DIFFICULTY

SAN FRANCISCO, Jan. 17.—Mrs. E. L. Boydsten, who arrived from Kobe on the Mongolia Saturday and became involved with the customs officials by attempting to avoid paying duty on diamonds and jade valued at \$1500, appeared before the collector yesterday in an effort to adjust matters. She admitted having sent the articles from Honolulu by Wells Fargo to this city to be delivered for her to the Elberia bank.

Inspector Joseph Head reported yesterday that he had seized a diamond solitaire ring, an emerald ring with two diamonds, a gold ring with a diamond cluster, a gold watch set with diamonds, a jade necklace, a jade bracelet, a pair of jade earrings, a jade brooch and a piece of jade.

The valuables are being held by the customs officials pending instructions from the secretary of the treasury.

## COMFORTS ARE BARRED TO RAILWAY EMPLOYEES

CHICAGO, Jan. 17.—The practice of railway employees of obtaining choice accommodations on trains while traveling on passes is soon to be curtailed, according to advices received by passenger traffic officials in Chicago.

The preference heretofore, according to these officials, is to be given to the passengers who pay their fare. Employees on several Eastern roads have been notified by the officials that they must occupy upper berths while riding on passes, and that they will be required to purchase seats in parlor cars the same as other passengers.

## HINES TO MANAGE S. P. RAILROADS IN MEXICO

TUCSON, Ariz., Jan. 17.—Charles W. Hines, railroad economist and developer of the Hines system of railway organization in use on the Harriman lines, has been appointed vice-president and general manager of the Southern Pacific lines in Mexico. The announcement was made by President Elmer Handolph yesterday. Randolph will retain general authority, but will relinquish many managerial duties to the new official.

## HITCHCOCK PLAN NOT TO BE URGED

President Will Refuse to Rec-  
ommend Acquirement of  
Telegraph Lines.

WASHINGTON, Jan. 17.—President Taft will not recommend the government ownership of telegraph lines of the country. It was learned yesterday on excellent authority that Postmaster-general Hitchcock's recommendation will not be sent to Congress as an administration policy.

Taft's refusal to accept the Hitchcock recommendation as an administration policy will tend to emphasize Hitchcock's indiscretion or insubordination in making public his government ownership recommendations without having obtained the support of the president. While the relations between the president and his Postmaster-general are no longer as cordial and intimate as they once were, Taft desires to preserve harmony in his cabinet and to avoid an open break with his Postmaster-general. It is possible, in view of this desire, that the president may transmit Hitchcock's recommendation to Congress merely for what it is worth, but with the definite understanding that it is not one of the administration measures.

If Hitchcock is turned down absolutely by the president in this matter many persons would not be surprised to see him retire from the cabinet. Hitchcock's friends were positive in their statement today, however, that he has no intention of withdrawing.

## MANIAC BATTLES WITH TRAIN CREW

Insane Turlock Rancher Uses  
Teeth and Nails On His  
Would-Be Subduers.

MODESTO, Jan. 17.—Only after a hard battle on the train which began at Salida, six miles from here, and ended with the door of the asylum at Stockton, was Deputy Sheriff James Swatzel successful in landing August R. Peterett, a fairly well-to-do Turlock rancher, in the state institution. Following his commitment Peterett went to the depot quietly with Swatzel, but fifteen minutes after the train started he became violent.

He soon became too much for Swatzel and the train crew was called to the officer's assistance after the insane man had nearly demolished everything in the car. He used his teeth with much effect and his subduers were bitten badly. At Lathrop a stretcher was secured and Peterett, struggling with superhuman strength, was bound on it.

The man went suddenly insane Saturday on his ranch and armed with a shotgun he started in search for President Taft and anyone who might object to the doctrine of the Lutheran church. He was arrested by Marshal Shaffer of Turlock and brought to Modesto.

## PLAN WATERWAY FOR SOUTH SAN FRANCISCO

SOUTH SAN FRANCISCO, Jan. 17.—A deep waterway that will involve the expenditure of about \$500,000 by the South San Francisco Land and Improvement company, a subsidiary corporation of the Swift interests of Chicago, is to be made here if the inspection of C. C. Colt, that company's special representative, is satisfactory.

Colt, who arrived from Portland Monday, having been in charge of similar work for the Swifts at that place, will look over the ground with the local officials Friday. If they decide to proceed with the improvement a sea-going dredger that cost \$150,000 will be brought here from Portland by sea.

The contemplated improvement would mean much to this community, affording facilities for water transportation that will be of inestimable value. The decision is awaited with the keenest interest.

## SCHOOL LAND MUDDLE IN HANDS OF AGENT

SACRAMENTO, Jan. 17.—Special Agent H. T. Jones and the entire force of Surveyor-general Kingsbury are now busy investigating the school land locations for California, for the purpose of ascertaining for the state census commission the exact number of acres of school land open to entry in the state. Jones, as special agent for the commission, and Surveyor-general Kingsbury are directing the work and also assisting in it.

School lands in California are in a great muddle. The muddle is so entangling that the commission has sent its secretary, Louis R. Glavin, to Washington to dig data out of the general land office showing how the state stands with the government on lieu or indemnity lands.

## WEST'S HONOR CONVICTS AGAIN MAKE ESCAPE

PORTLAND, Jan. 17.—Governor West's prison policy received another blow yesterday when it became known that two more of his "honor" men made good their escape. The men who escaped are William Rent, sentenced to two years in the penitentiary from Umatilla county, and John Murphy, serving one year and a half from Multnomah county. They ran away from the road camp where prisoners are assembled near the state asylum. The only guard at this camp is the construction foreman.

## Thin, Feeble and Under-Fed

people need more coal,  
clothes and doctors  
than the strong, robust  
and hearty.

Scott's Emulsion  
saves coal bills, tailors'  
bills and doctors' bills.

ALL DRUGGISTS

11-55

12th at Clay
Manheim & Mazon
12th at Clay

We Want Your Name  
on Our Books

Coal and Suit Specialists

**GREATEST SACRIFICE WE EVER MADE**

No Extra Charge for  
Credit  
Nothing Off for Cash

## Sensational Clearance Sale of Our Man-Tailored Suits

### AT 1/2 PRICE

Or Less—And You can Have Your Purchases  
Charged Just the Same as if You Paid Full Prices

Every Suit in our Entire Stock included in these  
**FIVE BIG LOTS**

Suits That Sold Up to \$21.50, Now Reduced to	<b>\$ 9.45</b>
Suits That Sold Up to \$28.50, Now Reduced to	<b>\$13.45</b>
Suits That Sold Up to \$35.00, Now Reduced to	<b>\$16.45</b>
Suits That Sold Up to \$42.50, Now Reduced to	<b>\$19.45</b>
Suits That Sold Up to \$50.00, Now Reduced to	<b>\$24.45</b>

**Reductions are Exactly as Advertised**

We haven't room for descriptions. But we assure you that the suits are all of the same splendid style, quality and fit that made our reputation as Oakland's Leading Suit House.

Exclusive Styles  
**No Extra Charge for Credit—Nothing Off for Cash**

12th St. at Clay
**Manheim & Mazon**  
CALIFORNIA OUTFITTING CO. OAKLAND
12th St. at Clay



# NOTICE

¶ The changing of house numbers now in progress in Oakland will necessitate corresponding corrections in the Directory of The Pacific Telephone and Telegraph Company.

¶ To insure accuracy in future issues of the Telephone Directory, subscribers, whose addresses are thereby changed, are requested to notify this company immediately.

**The Pacific Telephone & Telegraph Co.**

One System      One Policy      Universal Service

### CATS AND DOGS IN ROOM WITH DEATH

Only Dumb Friends of Aged Woman With Her When End Came.

NEW YORK, Jan. 17.—When the body of Mrs. Margaret Wright, 70 years old, was discovered in her home in Brooklyn last night, thirty-five hungry dogs and cats which she had befriended, were found running about the cold and cheerless house. Since her husband's death ten years ago, Mrs. Wright had lived a life of seclusion, friendless animals which she took in and cared for being her only companions.

According to the police surgeons she died nearly a week ago from the effects of the penetrating cold after she had become too ill to help herself. She was sitting erect in an old armchair in the parlor with her pets scampering about her when neighbors forced their way into the house.

Persons troubled with partial paralysis are often very much benefited by massage of the affected parts thoroughly when applying Chamberlain's Liniment. This Liniment also relieves rheumatic pains. For sale by Osgood Bros. drug store.

### S. CITRON, Ladies' Tailor

## Ladies' Suits

TO ORDER

**Are Now Reduced  
For This Month Only**

From \$10 up—Cheaper than ready-made suits. Place your orders now, before the season sets. First-class new fabrics, made in all colors. Every garment is made on our own premises, by men tailors.

**S. CITRON, 603 14th St.**  
Corner Jefferson. Phone Oakland 1896.

**W. P. TO EXTEND COAST  
TIME OVER ENTIRE LINE**

SAN FRANCISCO, Jan. 17.—It was announced here today that, beginning next Sunday, the Western Pacific railroad would extend Pacific Coast time over its entire line. It now carries coast time only as far as Gerlach, Nevada. The extension will take the coast time to Salt Lake City.

**CLASSIFIED ADVERTISEMENTS IN  
THE TRIBUNE PAY BIG RETURNS**



consult in San Francisco nor the brother of the dead painter, P. Kooreman, Moscow, The Netherlands, has been heard from since being notified of the artist's death. The funeral expenses are to be borne by his friends.



the collar and employs 150 men,      1 hospital.



When you buy a motor car, the one big thing to look for is **RESULTS**

We Guarantee Them

**Rambler**  
Motor Cars  
Guaranteed 10,000 miles.

**Overland**  
Motor Cars  
Guaranteed 7500 miles.

**Grabowsky**  
Motor Trucks  
Guaranteed 10,000 miles.

**F. R. FAGEOL**  
34th and Telegraph Ave.

**WOMAN IMPROVES PRAISE CITY WORK**

The Upper Fruitvale Residents Write Commendation to Commissioners.

The first communication received by a city official from a woman's improvement club was displayed by Commissioner of Streets, W. J. Bacous this morning. The letter carried a message of thanks from the club for work done in the district of the Upper Fruitvale: Woman's Improvement Club. The letter follows: "Oakland, Cal. Jan. 14, 1912. "Dear Sir: Permit me to thank you on behalf of the Upper Fruitvale Woman's Improvement Club for your very prompt response to our request that the streets of Diamond and some others be kept clean, speedy and satisfactory attention from our street commissioner. "With kind regards, we have the honor to be cordially, "MRS. CAROLY G. HOLMES, "President. "MRS. A. R. HAWKINS, "Secretary. "U. F. W. Improvement Club."

**EAST SIDE CLUB WILL GIVE A WHIST PARTY**

Many people are looking forward to the whist party to be given by the East Side Whist Club Friday, January 26, at St. Anthony's Hall, corner East Sixteenth and Sixteenth avenue. Interested patrons and lovers of the game have sent in some beautiful prizes. The committee in charge has the following members: Mrs. H. S. Knapp, Mrs. P. Ench, Mrs. W. H. Donahue, Mrs. G. W. Schmidt, Mrs. M. J. Keller, Mrs. F. H. Garcia, Mrs. P. Mahoney, Mrs. W. R. Geary, Mrs. J. B. Cunningham, Mrs. Misses Kane, Moffit, Mansean, Votaw, Harrington, Nesbitt, Koenig. Reception committee: Mrs. H. S. Knapp, Mrs. W. H. Donahue, Mrs. M. J. Keller, Mrs. Misses Moffit and Kane; Messrs. Kennedy, Roach, Harrington, McInnis, Garcia, Mahoney and Geary.

**SLOOP SEIZED ON SALVAGE CLAIM OF \$10,000**

SAN FRANCISCO, Jan. 17.—The United States marshal this morning seized the sloop, B. Thayer, which was towed to this port by the steamer J. B. Stetson. The seizure was made on account of a salvage claim for nearly \$10,000, which is brought by the E. S. Hicks Company. The justice from the marshal's office have taken charge of the Thayer as well as her cargo of lumber.

**CASTORIA**  
For Infants and Children.  
The Kind You Have Always Bought  
Bears the Signature of *Dr. J. C. Watson*

## VESSELS COLLIDE IN CREEK

Gas Schooner Topo Limp Into Port After Crash With Scow Edith.

ROUGH WEATHER IS ENCOUNTERED ON TRIP

Boats Come Into Harbor Reporting High Seas On Way Down Coast.

Creeping in with part of her stem gone, the little gas schooner Topo, which operates between the Peterson Construction company's wharf on this side and her owner's docks, the Bay Development company, of San Francisco, worked her way up stream and went on the way of D. J. Hanlon, early Tuesday morning. The Topo while running on slow bell up Napa Creek late Saturday night in the deep fog weather encountered the scow Edith, anchored in the creek. According to the story told by the crew of the Topo, the Edith was not ringing her bell at the time the accident occurred and it was not until the Topo, which is a much larger craft than the Edith, rammed the scow that the Topo was aware of her presence. When the two vessels came together it was at first thought by those on the Topo that they had been rammed by a large river steamer and the crew sleeping in the forecastle rushed to the deck and had nearly launched a boat when it was found that but for a large hole in her stern the Topo was uninjured. The crew of the Edith were given a bigger scare than those on board the Topo for the impact nearly capsized the small vessel. The Edith was little injured by the accident. The Topo after having her stern replaced began her regular run between Oakland and San Francisco this morning. The Topo is in charge of Captain Hoffman who declares that the collision was a thriller. The Edith was carrying a cargo of sand.

ENCOUNTERS ROUGH WEATHER.

Arriving this morning at Long wharf was the steam schooner J. J. Loggie, Captain Johnson, from Eureka. According to Captain Johnson, the Loggie was running north when a continuous round of heavy weather and fog making the trip rather unpleasant. The Loggie is discharging lumber.

The little steam schooner Phoenix, Captain Kohler, from Eureka, arrived this morning at Long wharf. She comes from Eureka and reports an unpleasant passage. According to a rumor on the local front the Loggie and Phoenix will engage in a race between Eureka and this port.

Some time ago a rumor to the same effect was circulated but this both skipper stoutly denied. No denial was made of this last rumor and should these two famous lumber carriers race up the coast it is probable that the event will be witnessed with the greatest interest by coast mariners. Both vessels, although not record breakers, are good speed when at sea and as both make the run in about the same time, the race should be a close one.

Considerable annoyance and delay to traffic over the Webster street bridge has been caused by the small launches running up and down the stream. These small craft could with little trouble be piloted past with ease under the bridge if they would remove the tall flag poles which protrude from the cabin, according to bridge tender.

The Oakland Launch and Tugboat company's tug Dixie is running about the stream carrying mail bags of dredge No. 6, laying off Alameda.

The steam schooner Thomas L. Wand arrived this morning in the harbor. The Wand is discharging poles. The Homer is discharging lumber in East Oakland.

The schooner C. A. Thayer also arrived here this morning. She is discharging lumber at E. K. Woods.

## CRUISER FIRES ON EQUADOR GUNBOAT

Panic Stricken Guayquil Is Anxiously Awaiting U. S. Warships.

GUAYQUIL, Ecuador, Jan. 17.—There was a panic here at midnight owing to an insurrection on board the cruiser Bolivar, whose officers and men have transferred their allegiance to the Guano government, deserting the provisional government of General Montero. The Bolivar fired shells in the direction of the gunboat Tarqui as she was returning from the seaport of Duran with a detachment of troops from the city. The inhabitants fled to shelter fearing a battle between the cruiser and the land forces. The panic continued today as seven pieces of artillery posted in the northern part of the city are trained on the cruiser Bolivar and it is feared they may open fire at any moment. The heavy rains of the last few days have stopped operations at the front. The news of the dispatch of four United States warships is welcomed here.

**HOMESTEAD SAVINGS BANK OF BERKELEY'S ANNUAL**

BERKELEY, Jan. 17.—At the annual meeting of stockholders of the Homestead Savings Bank, held last evening, W. P. Woolsey was re-elected president. The other officers elected were: Vice-presidents, John M. Foy and Frank H. Foy; attorneys, Redmond C. Staats and James M. Koford; cashier and secretary, Frederick H. Clark; directors, Frank E. Armstrong, William T. Barnett, Frederick H. Clark, J. H. Foy, John M. Foy, James M. Koford, George Leonard, William A. Powell and W. P. Woolsey. The cashier's report for the last fiscal year showed a satisfactory increase in deposits. The bank had distributed interest to depositors at 4 per cent on ordinary accounts and 5 per cent on term deposits. It was decided to make alterations at the rate of per cent per annum on account of increased business, particularly in safe deposit facilities. The bank's resources are \$427,000, with capital, surplus and divided profits of \$100,000.

## FRANKLIN PLEADS NOT GUILTY IN SOUTH

Sets at Rest Rumors That He Would Throw Himself On Court's Mercy.

JUDGE REFUSES TO DISMISS THE CASE

Accused Man to Go On Trial February 27 On Charge of Bribing Juror.

LOS ANGELES, Jan. 17.—Setting at rest all rumors that he would throw himself on the mercy of the court, Bert H. Franklin, the former McNamara detective accused of jury bribery, pleaded not guilty today to the two charges filed against him. His trial was set for February 27. The pleas were entered by Franklin after Judge Willis had denied the motions of his attorney, Lecompte Davis, to dismiss the two informations lodged against the detective by W. Jos. Ford, assistant district attorney. Davis urged the court to throw the cases off the calendar on the ground that the justice of the peace who certified the charges to the court had no right to do so. The state held that the committing magistrate passed only upon the legality of the informations and Judge Willis ruled that the informations were unassailable.

CROWD ON HAND.

Anticipating sensational developments in view of the numerous rumors developed by the negotiations tried on by the prosecution and Franklin, a large crowd was in court when the case was called, but the proceedings were brief and perfunctory.

Franklin is still under subpoena to appear before the county grand jury, which is scheduled to resume tomorrow the investigation of the alleged jury bribery and the existence of a large corruption fund said to have been placed at Franklin's disposal by persons connected with the McNamara defense, whose identity the inquisitors are seeking to ascertain. The two charges under which Franklin will be called to trial on February 27 are that he actually bribed Robert Bain, a sworn juror in the trial of James B. McNamara and that he proffered a bribe to George Lockwood, a venireman. It was stated today that he probably would be tried on the Lockwood charge first.

## PASTOR RETURNS FROM THE EAST

Rev. Herbert A. Jump Arrives in Time for Church's Annual Business Meeting.

Rev. Herbert A. Jump, pastor of the First Congregational Church of this city, who was called East to attend the funeral of his father, returned to Oakland at 8 o'clock this morning after an absence of several weeks. He was accompanied upon the greater part of the trip by his mother, Mrs. Joseph B. Jump of Albany, N. Y., and Miss Alice Plough of Hammond's Port, N. Y., both of whom left him at El Paso, Tex. They expect to arrive here later in the season. The annual business meeting of the church will be held this evening in the chapel, where R. H. Chamberlain, president of the board of trustees, will preside. Election of officers will be a feature of the session. Reports of the activities in the various societies of the church will be read and recommended for adoption. An invitation has been extended the members of the church to attend the meeting.

## MOURNS MAN AS DEAD; HE LIVES

Mrs. Middleton Sues Oakland Druggist for Maintenance.

SAN FRANCISCO, Jan. 17.—After mourning her husband as dead for thirty years, Mrs. Pastora Middleton discovered recently that he was alive and well and married to another woman. Instead of being overjoyed at the discovery, Mrs. Middleton was extremely angry and instituted proceedings in the Superior Court to compel her husband to pay her \$100 per month for maintenance and also share with her the profits of his Oakland drug store. Thirty-one years ago the woman married Dennis Middleton, who disappeared within a year and the wife was informed that he was dead. Later she remarried. Recently, the complaint alleges, Mrs. Middleton learned that her husband was living in Oakland under the name of E. de Ralche.

**Would Enjoin Order Fixing Lumber Rate**

Southern Pacific Asks Permanent Injunction Against I. C. C.

WASHINGTON, Jan. 17.—A permanent injunction against an Interstate Commerce Commission order fixing the rates on lumber from the Willamette valley, Oregon, to San Francisco bay points, was requested today of the Commerce Court by the Southern Pacific and other railroads. The rates, which had been increased from \$2.10 and \$3.35 a ton to \$5 a ton, were reduced by the commission to \$2.50 and \$3.75 a ton. RARE GEMS FOR BRIDE. PHILADELPHIA, Jan. 17.—A necklace of diamonds with a pendant diamond as large as a robin's egg is the present which J. Pierpont Morgan has given to Mrs. Oliver Cromwell of Washington, who on Thursday will become the wife of Edward T. Stoenbury, head of the banking firm of Drexel & Co.

## STATE RESTS IN ITS CASE AGAINST B. H. CONNERS

Defense Endeavors to Impeach J. B. Bishop, County Detective.

HENDRICKS IS CALLED FROM FRESNO MEETING

Testifies Letter From Gurney Was Glanced at and Destroyed.

LOS ANGELES, Jan. 17.—The state rested in the trial of Bert H. Connors, alleged dynamite conspirator, today and the defense immediately began to try to impeach Jos. B. Bishop, a county detective who had given, damaging evidence against the defendant and his alleged accomplices, A. B. Maple and Ira Bender, charged with having attempted to destroy the county hall of records. Bishop was asked many questions which tended to impugn his character, but he successfully avoided contradicting himself. He admitted that he had been in jail not long ago on the charge of having assaulted two old women and that the case was still pending in the police court. Before resting its case, the state withdrew a question asked yesterday that precipitated a long argument over the admissibility of testimony by Edwin M. Williams, the court stenographer who transcribed the proceedings of the grand jury which indicted Connors. DEFENSE OBJECTS. The defense held that evidence was given by Connors before the grand jury was not admissible as the law stated that such testimony could not be used against a defendant in court. E. J. Hendricks, president of the Los Angeles Building Trades Council, who was summoned from the convention of the State Building Trades Council at Fresno, was placed on the stand. He testified that a letter written to George Gurney, a local labor official, by Connors, asking aid, had been turned over to him, that he glanced at it and destroyed it. It was stated that the defense probably would pay Connors or stand in his own behalf and call Maple and Bender, jointly indicted with him, to corroborate his testimony.

## SUICIDE OR AN ACCIDENT WHICH?

Oswald Danheim, Real Estate Broker, Meets Death in Waters of Bay.

SAN FRANCISCO, Jan. 17.—Oswald Danheim, 45 years old, a real estate broker, doing business for many of the large local firms, and well known in Pullman and Richmond, was killed accidentally drowned, or committed suicide at 11:15 o'clock this morning. Danheim had been standing on the edge of Jackson street wharf about 11 o'clock. A few seconds later there was a splash, and while no one saw what had happened, it was evident that the man had either jumped or fallen into the bay. The crew of the tugboat, of the California Transportation Company, led by Captain Athow, rescued him and he was drawn to the dock. Old hands worked over him while the Harbor ambulance was being summoned, but he died enroute to the hospital. Danheim had been living at the Alta hotel ever since his marriage to Mrs. Burns a year and a half ago. He worked for Baldwin and Howell in selling the Pullman properties up to about three months ago, and according to the officials was a competent salesman. His step-son, when questioned regarding him, said, "He was all right when things were going well, but he was easily disheartened when not making many sales."

**West Pointers Hurt In Coasting Accident**

Two Badly Injured and Nine Others Have Narrow Escape From Death.

WEST POINT, Jan. 17.—Two cadets from the military academy are in the hospital here today as a result of a serious coasting accident on Chappeil Hill. Nine other cadets had narrow escapes from death when a swiftly moving bob sled skidded from the path and crashed into a stone wall. Cadet Harden, who was steering the long sled was flung head long against the wall and it is feared his skull is fractured.

**MAN WITH BROKEN SKULL REFUSES SURGEON'S AID**

SAN FRANCISCO, Jan. 17.—Although informed by the surgeons that he was suffering from a fractured skull and was in a serious condition, Michael Mulcahy, of 369 Sanchez street, refused to accept treatment at the Mission Emergency Hospital today, and despite the protestation of a friend, insisted upon leaving. Mulcahy was the victim of an unfortunate accident. While working in a pit at Twenty-second and Folsom street, a fellow laborer accidentally struck him in the head with a pick axe. The blow laid open his scalp and cracked the skull. He was hurried to the hospital and examined by Dr. Cherry.

**SEVEN FROZEN TO DEATH.**

FAIRHART, Tex., Jan. 17.—Seven persons were frozen to death in No Man's Land, in the extreme southwestern corner of Oklahoma, during the recent blizzard. Five members of one family were found dead on a farm near Guyman, Okla.; the body of Henry Falls, a farmer, and a "freighter," was frozen to death.

## DYNAMITING PLOT PROBE CENTERS IN DETROIT

Blowing Up of "Open Shop" Work in That City Under Investigation.

SUBPOENAS SERVED ON SALT LAKE POLICEMEN

Partial Demolition of the Hotel Utah Is to Be Looked Into.

INDIANAPOLIS, Jan. 17.—Information concerning conditions at Detroit at the time the McNamaras first employed a regularly paid dynamite to blow up "open shop" work, was sought by the federal grand jury today in its investigation of the dynamite conspiracy. Mrs. W. H. Haskin of Detroit, said to have rented rooms to Orlie McManigal and James B. McNamara, was questioned about the movements of the men. Just before Mrs. Haskin was examined, McManigal had told of his being appointed in Detroit in June, 1910, by a man who afterwards signed "Ping" to telegrams and who arranged for his being paid to do dynamiting for J. J. McNamara. SALT LAKE MEN SUMMONED. SALT LAKE, Jan. 17.—Sergeant J. J. Roberts and Patrolman C. C. Cartensen of the Salt Lake City police force, were served with subpoenas today by United States Marshal Anderson, directing them to appear immediately before the grand jury at Indianapolis to testify in regard to the alleged dynamite conspiracy. It is believed here that their testimony may have to do with dynamiting the Hotel Utah, while under course of construction two years ago. The Hotel Utah, an "open-shop job," was dynamited in December, 1909, and again in January, 1910, the latter explosion doing the most damage. "High Pockets" Delaney and James Wilson, two iron workers, were arrested and pleaded guilty to a charge of malicious mischief and destroying property. Delaney served six months in the county jail, but Wilson, who had testified against his companion, was allowed to go under a suspended sentence.

## TRIMMING OF PAY IS COMPREHENSIVE

Nearly Two-score Employees of S. F. Custom House Have Salary Cut.

SAN FRANCISCO, Jan. 17.—The trimming of salaries in the San Francisco custom house and the re-assigning of inspectors which was looked for in the order of the secretary of the treasury, made public several weeks ago, has been made and the changes are to go into effect tonight. The night inspectors of customs are hereafter to be known as watchmen and the salaries have been materially reduced. The following, who have heretofore received \$1095 per annum, will now be paid \$960 per annum; Francis Boland, Joseph H. Brock, Albert E. Buckley, Michael Costello, William H. Deasy, Henry E. Ellison, Michael J. Hurley, Warner M. Horv, Charles E. Langhams, Rudolph W. Mencke, John J. O'Donnell, John Regan, William Thomas, David W. Dow, Richard C. Rush, William E. Hamburg, Manuel Joseph and George W. Young. Eighteen watchmen are to be reduced from \$1095 per annum to \$840 per annum. They are: George B. Balk, John F. Boulard, James J. Drolan, Harry E. Crafts, Alfred Craigie, Herman M. Crowell, Elias Ellison, Robert R. Harris, Alfred K. Hellmann, Daniel W. McNeill, George C. Manley, Felton G. Miller, Abe L. Oliver, L. Muth Rasmussen, Charles G. Reay, Charles D. White, John Klemade and Emanuel Yargan. In addition to the above, Collector Stratton has been authorized to appoint ten additional watchmen at \$720 a year and of these, four have been selected. They are: Walter J. Schindler, John F. Ramey, James H. Smith and John F. Murphy.

**GREAT STRIKE IS NEARING END**

Proposals of Sir George Askwith Likely to Restore Peace.

MANCHESTER, Eng., Jan. 17.—The proposals made to the employers and workers at the cotton trade conference by Sir George Askwith, representing the board of trade, appear likely to put an end to the industrial war which has been so costly to both sides. Under the terms of the proposals, shall be entitled to take action on the question of the employment of non-unionists which shall involve the stoppage of the machinery of the mills without giving six months written notice. Should the provisional settlement be agreed to the mills would re-open January twenty-second. An agreement between the employers and men, if ratified would be another victory added to the list of those won by Sir George Askwith, the recognized British "strike settler."

The three weeks' stoppage of the mills has cost \$300,000,000. The operatives have lost \$3,000,000 in wages and the spinners who have been on half pay since the lock-out began, have sacrificed about \$1,215,000. The trades unions have paid out \$1,050,000 in strike pay.

**ANTI-CAPITAL PUNISHMENT LEAGUE CALLS MEETING**

The officers of the Anti-Capital Punishment League of the state are in receipt of information from Los Angeles to the effect that the people in that part of California are arranging for a hearty co-operation in the work of securing a vote on the question of capital punishment at the next general election.

At the mass meeting to inaugurate the move, which will be held at Rice's Institute, corner Seventeenth street and San Pablo avenue, tomorrow evening at 8 o'clock, Donald Lowrie and Ed Morrell will tell of their personal experiences in prison with executions and with men condemned under sentence of death. J. Stitt Wilson, mayor of Berkeley, and Miss Helen Todd of Chicago will also address the meeting. Admission will be free.

Getting tangled up is the job of the pig, and untangling them is the job of the other one in the thousand.

## Only 9 Days More Great Cash Removal Sale

Every Garment in this stock must positively be sold, as we move nothing but our name. We are making greater reductions from our already reduced prices.

**Extra Special**

Spring models, natural linen Suits, in all sizes; regular \$15.00 and \$17.50 values. Your choice

**\$5.25**  
**Eastern Outfitting Co.**  
513-515 14th St.

## BUILDING TRADES COUNCIL SITS BEHIND CLOSED DOORS

Report on Ivelmoe, the Indicted Secretary Treasurer, Is Still in Committee

FRESNO, Jan. 17.—The State Building Trades Council this morning started on the third day of its labors, behind closed doors. Tonight Olaf Ivelmoe, the indicted secretary-treasurer, P. H. McCarthy, ex-Mayor of San Francisco; Job Harriman, recent candidate for Mayor of Los Angeles, and Alexander Irvine, one of his campaign managers, will address a big mass meeting at the Barton opera house. Ivelmoe has announced that he will speak on labor and politics. Ivelmoe's report is still in committee, and while it is possible that some action may be taken on it today, it is more than likely that the committee will not report to the convention until tomorrow or Friday. It is expected that the convention will at that time express an opinion on Ivelmoe's indictment. RIVALS FOR CONVENTION. Bakersfield and Stockton appear to be running neck and neck in the race for next year's convention. Tomorrow the convention will elect its annual officers. While there have been rumors of insurgency it is not likely that the opposition to Ivelmoe and McCarthy will come to the surface, and it is predicted that both leaders will be re-elected by practically a unanimous vote. In case of a pressure of business it is possible that sessions will continue until Friday, in which event electing of officers will occur on that day.

## HOME RULE MEET MAY NOT BE HELD

Ulster Unionists Threaten to Prevent Speaking at Belfast.

DUBLIN, Jan. 17.—The threats of the Ulster Unionists to prevent the holding of a meeting at Belfast on February 8, at which Winston Spencer Churchill, first lord of the admiralty, and John Redmond, leader of the Irish Nationalists in the House of Commons, are scheduled to speak in behalf of home rule, has caused a sensation in political circles. Nationalist newspapers make caustic criticism on the Unionists' threats. During a Unionist meeting at Belfast last night recruits were called for to form a volunteer police force. The proposer said if trouble came they in Belfast wished to be independent of the Dublin police. The Nationalists are somewhat hampered in the home rule campaign. John Redmond is still laid up and may not be out for several weeks, while Sir John Devlin, member of parliament for the western division of Belfast, his chief lieutenant, has been ill for ten days.

## ACCUSES TRUST OF SMASHING DEALER

Morris & Company Competed With Retailers, Is Charge.

CHICAGO, Jan. 17.—Reading of lists of car notes containing 3200 towns in which Morris & Co. sold meat directly from the car to retailers occupied much time at the packers' trial today. Harry A. Timmins, chief accountant for Morris & Co., read the list of car route and explained that they were used to distribute fresh meat in towns where the demand was insufficient to maintain an agent or branch house.

To some of these points daily shipments were made and a carload of fresh meat divided among a dozen small towns. To other points tri-weekly and weekly shipments were made. The witness said that in each of these 3200 towns Morris & Co. was brought into active competition with local butchers and that by means of a comprehensive system of marking their by-products were enabled to undersell the local butchers.

**ANTI-CAPITAL PUNISHMENT LEAGUE CALLS MEETING**

The officers of the Anti-Capital Punishment League of the state are in receipt of information from Los Angeles to the effect that the people in that part of California are arranging for a hearty co-operation in the work of securing a vote on the question of capital punishment at the next general election.

At the mass meeting to inaugurate the move, which will be held at Rice's Institute, corner Seventeenth street and San Pablo avenue, tomorrow evening at 8 o'clock, Donald Lowrie and Ed Morrell will tell of their personal experiences in prison with executions and with men condemned under sentence of death. J. Stitt Wilson, mayor of Berkeley, and Miss Helen Todd of Chicago will also address the meeting. Admission will be free.

Getting tangled up is the job of the pig, and untangling them is the job of the other one in the thousand.

## SHERIDAN PRAISES LITTLE HEROINES

Girls Who Flagged Train Receive Thanks of the S. P. Superintendent.

ALTA, Jan. 17.—Little Aileen Martin, the seven-year-old daughter of a Southern Pacific foreman, who, with her sister, Alma, flagged the overland train at Towle last Saturday after she had discovered a broken rail, has a letter from Superintendent Sheridan of the railroad company. The letter reads: Southern Pacific Company, Office of Superintendent, Sacramento, Cal., January 15, 1912. My dear children: My attention has today been called to your heroic action in preventing a train wreck. How much might have been a serious accident, and I hasten to express my appreciation of your watchfulness. During the winter I have heard nothing, has touched me so deeply as this action on your part, and never before have I found myself at a loss for words which to express my appreciation; but such watchfulness in ones so young is remarkable and deserving of great reward. You have shown yourselves to be indeed "daughters of the railroad," and I congratulate both you and your parents, who must certainly be proud of their little daughters. Yours very truly, H. W. SHERIDAN, Misses Alma and Aileen Martin, Towle, Cal.

## CANTEN RESTORATION URGED.

WASHINGTON, Jan. 17.—A petition urging the restoration of the army canteen was presented to congress today by Representative Bartoldt of Missouri. It bore the signatures of more than 300 physicians and 326 mothers and wives of army men. It contended that the "moral and physical health of the soldiers requires the re-establishment of the canteen."

**PRESIDENT JORDAN TO TALK.**

PALO ALTO, Jan. 17.—President Jordan of Stanford University will speak before the Woman's Club of this city this afternoon in the Masonic building on world peace. He announces that he will deal this time with its practical aspects, chiefly concerning the prospects of its early adoption by civilized nations.

## Strangers

In Oakland can find a good place to stop at the

**GOLDEN WEST HOTEL**

8th and Franklin, TRIBUNE BUILDING Both Phones

## Fine Wall Decorations Almost Given Away

Many artists and builders of bungalows sold by THE TRIBUNE, to be in trouble for cheap, effective mural decorations. The materials utilized in preparing "mats" are such as to make them very durable. Dens and summer porches decorated with these "mats" are always interesting and outdoor wall paper or illustrating. Call a TRIBUNE OFFICE. Place your order now.



## SHAKESPEARE

## WAS CHRISTIAN

Dr. J. W. Buckham, Theologian of Berkeley, Gives Opinion of English Bard.

BERKELEY, Jan. 17.—"That Shakespeare was not only a Christian but a very deep and earnest Christian who has gotten below the surface of his plays and has a momentary doubt, dispute the fact that it is impossible to tell the stripe of his creed."

Such is the view of Shakespeare expressed by Dr. John Wright Buckham of the Pacific Theological seminary in his lecture yesterday afternoon.

According to Dr. Buckham, who is head of the department of systematic theology, and who is giving a course of popular lectures on Tuesday afternoon at the seminary on the "Theology of the Bible," it has been argued by the Protestants that Shakespeare was a Protestant and by the Roman Catholics that he was a Romanist. It is quite possible, however, that he was neither and yet quite a good Christian for that, or perhaps better. This is not saying that he had a creed. For he certainly had a creed and a very vital one.

"Whatever other articles Shakespeare's creed held or lacked it certainly contained the three: First, the love of the meaning of life is its moral test and issues. His tragedies grow out of moral inequities and weaknesses. He finds no responsible will. 'Shakespeare,' as Coleridge says, 'has no innocent adulteries, no interesting incests, no virtuous which religion and reason alike teach us to detest, or clothes impurity in the garb of virtue.'"

Second, that the best thing in the world is a noble and beautiful character. In the famous trial scene in the Merchant of Venice, the lawyer Shylock, who has himself the task of exhibiting the very heart and spirit of Christianity in contrast with the opposite. These incomes are constantly in the good and the bad, of the noble and the base are never exaggerated yet are such as only a man himself pure and true could draw. Shakespeare is plainly an earnest Christian, familiar with all forms of evils as well as of good, yet one who was himself unsmirched.

TESTS TOO BROAD.

"His tests are too broad and his language too unrestrained to meet the standards of our day, but this coarseness is of his age rather than of the man. In reading Shakespeare one need never fear infection from the poet himself but he needs to hold aloof from the coarseness of an age above which he was admitted humbly after the glorious victory of Agincourt."

"Fundamental and persuasive in Shakespeare's creed is the faith that 'there is a divine and eternal order, rough here and smooth there.' No one can read Shakespeare without feeling underneath all the dash and sparkle, the turbulence and passion and his mood and interpretations, the strong, deep ground-swell of a great faith in God."

"One fails to find many of Shakespeare's lines that are senseless. God, that mystical communion with him as Father, which is of the essence of Christianity. Neither Henry V. after his coronation, nor Hamlet, nor the model of Christian manhood, nor any other of Shakespeare's characters possesses it. This is not saying that they are not truly and deeply Christian. It is saying that the king's comradeship and sympathy with his soldiers is finely Christian. So also is his humility after the glorious victory of Agincourt."

"O, God, Thy arm was here, 'And not to us, but to Thy arm alone.'"

"Who can doubt that this creed of the poet's king was his creed also?"

Professor Buckham's class room was crowded by students and laymen alike during his lecture yesterday afternoon. On next Tuesday at 2 p. m. he will give a similar lecture on Milton, which will be open to the public without charge, as will be the entire series. Wordsworth, Browning and Tennyson will later be studied.

## SHIPYARD TO INSTALL FIRE-FIGHTING PLANT

ALAMEDA, Jan. 17.—The United Engineering Works is to install a private fire fighting plant at the big works. Recently the city suffered a heavy loss, principally through lack of water supply. Six-inch pipe will be run over the plant, with over a dozen two-way hydrants. For fire purposes, 2 1/2-inch hose will be used, while 1 1/2-inch hose will be available for every-day water purposes. Two or three hydrants will be located outside the plant proper in order to fight fire from beyond the yard limits. There will be close connections on the wharfs so that vessels lying at the docks can assist in saving themselves or the plant by coupling to the hydrants. Salt water will be pumped from the harbor by pumps always in commission.

## MOTHERS' CAMPAIGN FOR BETTER MILK

BERKELEY, Jan. 17.—Following the campaign instituted by the Berkeley Improvement club for inspected meats in Berkeley, the Berkeley Federation of Mothers' clubs has begun a crusade for pure milk.

Mrs. H. N. Rowell, president of the organization, has been making a hearty operation in the campaign and even mothers' club in the city will be enlisted in the fight against impure milk and meats.

The mothers have taken action to ascertain exactly which firms carry milk and meat of standard quality and intend to make every effort to assist the municipal authorities in securing pure food for the consumers.

## ALAMEDA PERSONALS

ALAMEDA, Jan. 17.—Mrs. George Lamb will entertain the bridge club at her home on Thursday afternoon. There will be three tables of cards, and the guest list will include: Mrs. W. E. Lamb, Mrs. D. H. Foster, Mrs. Milton H. Robinson, Mrs. Philip H. Keenart, Mrs. Lionel Wolf, Mrs. Western Olin Smith, Mrs. Harry D. Smith, Mrs. Alvin Wilson and Mrs. John Gendendorfer.

Mrs. John Gendendorfer is the guest of her parents on Tuesday. Her husband, Mrs. Gendendorfer has been making her home in New England Mills since her marriage several years ago.

Mrs. James Seale entertained the "G" club last Tuesday. Mrs. C. H. Shattuck will be the next hostess. The club membership consists of a number of well-known Alameda matrons.

Mrs. Walter Teboch of Sanitico, Mexico, is making a visit to friends in this city. Mrs. Teboch was formerly Mrs. Edward Davis of this city. Since her marriage she has been making her home in San Francisco and Berkeley, has extensive business interests. Her daughter, Mrs. Cecil Esler, is now living in Portland, Ore., and Mrs. Teboch will be visiting her.

Residents of this city, are now living at the Madison Park apartments on Oak street, Oakland. Mr. and Mrs. Wright have a summer home at Brookline.

The Misses Burke, Betty Nason, Jane Connor, Amy Swanson, Miss Lenke Baker, Frances White, Miss Edith Marion Mitchell, Mrs. Blinn, Mrs. L. Randolph Wilmann and Mrs. Harry White are members of a bridge club which Mrs. Margaretta Baker is entertaining at her home yesterday afternoon.

Miss Mildred Lansing will give a sewing bee on next Thursday afternoon at her home. Miss Lansing is one of the most popular girls in her set, and divided her time between her home in San Francisco and Berkeley, the home of her grandmother, Mrs. Emily Colton.

Mrs. Cecil Esler, is now living in Portland, Ore., and Mrs. Teboch will be visiting her.

Residents of this city, are now living at the Madison Park apartments on Oak street, Oakland. Mr. and Mrs. Wright have a summer home at Brookline.

## ARCHITECTURE EXHIBIT TO BE GIVEN AT U. C.

UNIVERSITY OF CALIFORNIA.

An exhibition of the work of the young architects in architecture will be shown next week under the auspices of the architectural association at the architecture building near north gate. The exhibition will open Thursday, January 25 and continue till the following Friday evening.

Drawings by upperclassmen in elementary architectural design together with the students' more advanced and elaborate designs and plans of the upperclassmen will constitute the main features of the exhibition.

Other additions will be some examples of clay modeling, water color paintings, pen and ink sketches and pencil sketches by the students. On the evening before the exhibition the association plans to hold a dinner and show which is, however, an invitational affair.

## ALAMEDA TO HOLD BIG WATER MEETING

## VARIETY OF OPINIONS EXPRESSED AT CITY COUNCIL SESSION LAST NIGHT

Variety of Opinions Expressed at City Council Session Last Night.

ALAMEDA, Jan. 17.—There was considerable water talk at the council meeting last night. Mayor W. H. Noy reported his adverse stand to the east side tri-city proposition of forming a water district out of Oakland, Berkeley and Alameda. The mayor said that he had received a letter from Mayor Stitt Wilson of Berkeley in which Wilson wrote that he was not familiar with the water situation in Alameda, or he would not have made his motion at the recent water conference to form a water district and thereby provoked the opposition of the Alameda mayor. Councilman Morganstern followed the mayor and said that leading men about the bay had informed him they stood ready to take up the water proposition in Alameda at any time that the city desired to make a change. Green Major spoke from the lobby, saying that the Hetch-Hetchy proposition was the only permanent one to be considered. Alexander Mackie protested against any possible condemnation proceedings of any water company until a sure and improved service was arranged for. He favored Alameda joining Oakland and Berkeley in a water district to acquire a water district. Council President Buellock condemned the present quality of the People's Water Company's present supply.

On Morganstern's motion a special water meeting of council and citizens was called for next Tuesday night, to be held at the council chamber.

Powell Brothers were awarded contracts for the improvement of Post and Beach streets in the East End. The work is to be done by private contract.

The dredgers at work in the bay will be asked to find another dumping ground for refuse and sludge to avoid damaging the south side bathing beaches.

The complaint of John Lundholm that the People's Water Company will not lay pipe and supply five houses he owns with water, was touched on briefly. The matter is now before the city attorney and a suit against the water company will be instituted if the city attorney can find a warrant for such action.

## OAKLAND BOYS NOT ALLOWED TO ENTER

## Alameda Board Turns Down Applications From Three Suspended Students.

ALAMEDA, Jan. 17.—At a meeting of the board of education, held last evening, the board discussed the advisability of allowing the three boys who were suspended from the Oakland high school for violating the anti-fraternity law, to enter the Alameda schools.

The board has received a communication from J. A. Hill, asking that his two sons, Albert and Bruce be admitted to the Alameda schools. The board was also received from the Oakland board of education giving permission for them to attend.

The Alameda board, after carefully considering the matter decided not to admit them. They felt that if the Oakland boys should transfer them within the Oakland department, to another Oakland high school, rather than to Alameda. The board felt that it would be establishing a dangerous precedent; that the admission of the Oakland boys might tend to discontinue discipline and harmony in the schools.

## "SLEEP IF YOU WANT" SAYS CAMBRIDGE PASTOR

CAMBRIDGE, Mass., Jan. 17.—Sleeping men will find a welcome at the Union Congregational church here, according to announcement by the pastor, Rev. Dr. Allan Stockdale. Doctor Stockdale heard recently that many men were unwilling to attend church services because of the fear that they will disgrace themselves by going to sleep.

This is his reply:

"Let them come here. They may go to sleep if they want to. They may not worry me at all; on the other hand, sleepers often cause me pleasure. The sleeping man can't find anything to complain about in my sermons. He will find no fault with me afterward."

"There are many reasons why men go to sleep. Many of them have been hustling during the week, and when they come into a warm church and restful pews they can't avoid sleeping. Heavy air and heavy sermons are also responsible. The music is soothing, too. Let the men fall asleep. The rest will do them as much good as the sermon, perhaps."

## TRIES SUICIDE AFTER QUARREL WITH WIFE

SAN FRANCISCO, Jan. 17.—Because, as he said, he had some trouble with his wife, Nick Marlowe of 265 Clara street, attempted suicide shortly after midnight. Although Marlowe was unsuccessful in his efforts to end his existence, he displayed rare nerve in firing two shots into his body. At Twentieth and Mission streets, with numbers of people in the immediate vicinity, he took a revolver from his pocket and shot himself in the left side. The bullet did not prove very deep and once more he pulled the trigger. By this time several citizens had reached him and he was held. At the Mission Hospital it was found that neither of the wounds were serious and he will recover.

## RAILROAD LINEMEN TO AID ALAMEDA FIREMEN

ALAMEDA, Jan. 17.—Superintendent W. A. Whitney of the Oakland mole notified the city clerk today that an emergency firemen crew to look after the electric lines of the company in Alameda had been stationed at the Alameda line-men's headquarters at Buena Vista and Lincoln avenues. Whitney suggested that this line-men's quarters be connected with the municipal fire alarm system so that the emergency firemen crew can co-operate with the firemen, especially in all sections near the waterfront of the Southern Pacific. Whitney wishes the city to insure fire badgers to the line-men to facilitate their work.

## BERKELEY SOCIETY

One's manner will close his studio this week and a visit of six or more weeks will be enjoyed.

The wedding of Miss Beatrice Herlitz to William Axford will take place on February 4, at the home of her mother, Mrs. C. F. Herlitz, on Rose street.

Miss Beatrice Herlitz was tendered a kitchen party last week.

Miss Helen Montgomery Young has returned from Seattle, where she was called preceding the holidays on account of the serious illness of her grandfather.

Mrs. Paul O. Tolson entertained 35 of her intimate friends Monday afternoon at an informal tea.

## GOSSIP OF STUDENTS AND RESIDENTS IN THE UNIVERSITY TOWN

## VAGANT PLACE NOT FILLED BY BOARD

Resignation of Stidham Acted Upon, But Successor Is Not Chosen.

ALAMEDA, Jan. 17.—Though the board of health in special session yesterday accepted the resignation of City Physician L. W. Stidham, no steps have yet been taken to name a successor. Dr. Stidham expects to serve out the present month. The next regular board meeting will not be held until the first Monday night in February, which will bring the regular meeting several days after the first of the month. Probably another special meeting will be held this month when the new appointee will be decided upon. Common rumor reiterates that the plum will go to Dr. C. A. McQuesten, a new member of the board. To accept the place he will have to resign from the board.

The board of health has long been a bone of contention in this city. The exigencies and workings of politics and the disclamation of many physicians to accept places on the board, has frequently led to difficulty in keeping the board membership filled. Dr. J. A. Riley, the present president, is a member of the eclectic medical school, and this fact has added to the complications surrounding the board. Undoubtedly with a president from either of the other leading medical schools, there would be keen competition for the place. Outside of Dr. McQuesten's name that of Dr. James C. Hanley, another board member, is most frequently mentioned as a likely one to be considered in filling the vacancy.

## BIG MILL BURNS AT RICHMOND

Four-story Building Filled With Grain and Machinery Consumed by Fire.

RICHMOND, Jan. 17.—At four o'clock this morning the big mill belonging to the Richmond Flour and Grain company caught fire, presumably from defective light wiring, and burned to the ground.

Efforts on the part of the local fire companies prevented neighboring structures from catching fire but could not save the mill, which had a good start toward destruction before the blaze was discovered and an alarm sounded. The building was a four-story frame structure, at Seventeenth and Chandler streets and was well filled with a large store of grain, besides valuable machinery, all of which being lost. The loss is estimated at \$25,000, partially covered by insurance. The mill will be rebuilt at an early date.

## LOT SELLS FOR GENEROUS SUM

Realty On Sixteenth Near Clay Brings \$15,000 or \$600 Per Front Foot.

The sale of another lot in the expanding central business district was consummated yesterday afternoon by the transfer of a lot 25x100, on the north side of Sixteenth street, 100 feet west of Clay, by Aaron Fibush to Dr. N. H. Chamberlain for the consideration of \$15,000 or \$600 per front foot. The lot adjoins the rear of the Alameda Land and Loan Association building, a modern five-story masonry stone structure erected about two years ago. The property carries now no other building than a one-story frame cottage.

The deal was effected by D. W. La Fortune of the sales department of the Layman Real Estate Company, representing both parties to the transaction. In all probability, Dr. Chamberlain will improve the property by erecting thereon a modern stone office building. The change of ownership is another encroachment on the old-time residence district in the neighborhood, which is being rapidly crowded out.

## UNIVERSITY PAINTINGS ARE ON EXHIBITION

UNIVERSITY OF CALIFORNIA, Jan. 17.—The University collection of paintings, which have been in storage at the University, has been placed on exhibition in room 11, California Hall. No provision has been made in the new Doe library for the canvases. They will be viewed by a large number of people who daily visit the University. Portraits of many prominent residents of the state, both living and dead, are included in the collection.

## EAST END CLUB MEETING

ALAMEDA, Jan. 17.—At the meeting of the East End Improvement Club the talk of redistricting the county and making Alameda a supervisory district, was brought up by Councilman Alfred Morganstern, who had also brought it up in the city council.

The poor condition of the High street line was discussed and the secretary was instructed to send a communication to the Oakland Traction Company in regard to it. Three new members were elected and all the old officers installed.

## SENIOR CLASS ELECTIONS

ALAMEDA, Jan. 17.—The low senior class of the local high school held its semi-annual election yesterday afternoon when the following officers were elected: Jack Pearson, president; Ruby Standifer, vice-president; Arthur Alton, treasurer; Wright D. Egan, secretary; Katharine Calderman, class editor.

The high seniors elected the following officers Monday: Alfred Powell, president; Josephine Norris, vice-president; Ruth Young, secretary; Harold Sutherland, treasurer; Harold Leckowicz, class editor.

## ACCUSES WOMAN

SAN FRANCISCO, Jan. 17.—A warrant charging embezzlement was sworn out against Amy Peterson on the complaint of Mrs. C. M. Walbel, 1467 Haight street, who alleges that she was victimized to the extent of \$67.

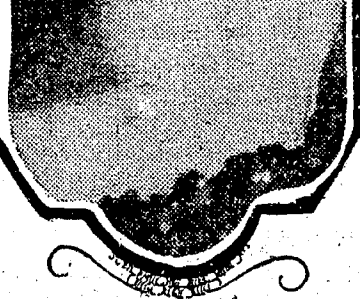
## ALAMEDA SOCIETY WOMAN HOSTESS AT 2 MUSICALES

## WOMEN MARCH ON REGISTRAR

The Members of West Side Improvement Club Promptly Give Their Ages.

RICHMOND, Jan. 17.—Members of the West Side Improvement club, an organization comprising nearly two hundred women, completely swamped the office of City Clerk Vaughan yesterday when he was called upon to register many of them as voters in Contra Costa county.

The women adjourned from their club meeting to the office of the deputy registrar and demanded that they be conducted through the proceedings necessary to obtain the right of franchise. All of them spoke up promptly when giving required statistics and their ages. Among those in the party were Mrs. Nellie W. Adams, Mrs. Mary Roth, Mrs. Rose E. Murray, Mrs. Ambro Whitcomb and Mrs. Josephine Maynard.



RS. SAMUEL ARTHUR MOSS

ALAMEDA, Jan. 17.—Mrs. Samuel Arthur Moss, whose husband recently purchased the handsome Field residence at 717 Paru street, in the stylish South Side residence section, is achieving a marked success with a series of large winter social affairs at her attractive home. In addition to entertaining with numerous informal afternoons and dinners, Mrs. Moss was recently hostess at two evenings of music, one an exceptionally large affair in honor of Friends.

Bancroft gave an evening of Irish song at the Moss home a few nights ago and the residence was thronged with music lovers and critics and well known society people from the different bay cities. Last Friday night Mrs. Moss gave another evening of music, the artist being Mrs. Francis Bruce Hamblin of Boston, a gifted pianist.

Among the society people present at the Hamblin evening were Mrs. Richard Clark, Mrs. Carl Rhodin, Mrs. James Evelyn Hall, Mrs. A. H. Ward, Mrs. Alice Hatch, Mrs. Mary Hester, Mrs. S. Montgomery Haight, Miss Sue Wheelock, Mrs. W. B. Kolmyer, Mrs. Aram M. Ramsay, Mrs. John B. Wallace and Mrs. W. Davis.

## COURTING 'TAFFY' BARRED BY JUDGE

Court Rules Before Marriage Tales Are Not Cause for Divorce.

LOS ANGELES, Jan. 17.—A bride is justified in leaving her husband when she learns that the stories he told prior to marriage regarding his financial condition, good habits, etc., are untrue, according to a decision by Judge Monroe in a divorce suit.

The ruling was made in the case of Johanna Edwards, who was denied a decree from R. D. Edwards. The plaintiff averred that Edwards had told her that he had property in Nevada worth \$1000; that he had good habits and that his family at that time consisted of but one child. All of these assertions, she claimed, were found to be false.

## CHILDREN TO HELP WITH LIBERTY BELL

ALAMEDA, Jan. 17.—At a meeting of the Mothers' club of the Haight school, held in the auditorium of the school yesterday afternoon, the children of Alameda's children participating in the movement to provide a suitable home for the Liberty Bell, while on display at the Panama Pacific exposition, were taken up. After some discussion it was decided to request the board of education that a day be set apart in all of the schools of the city, to be known as Liberty Day, when collections of nickels and dimes will be taken up to help defray the expenses of the construction of the building.

The movement has already taken definite form in San Francisco and other cities, and it is expected that the money will be sufficient within a few years.

A referendum vote is to be taken among the metal miners of the Western Federation of Miners on the question of combination with the coal miners, and J. A. McKinnon of Denver, reported to the convention that indications were the proposition would be approved by a large majority.

## JOVIALITES TO GIVE BIG DANCE TONIGHT

The first of a series of dances to be given by the Jovialite Assembly will be held in Maple Hall tonight when it is expected that two hundred couples will be present.

The patronesses for the evening will be Mrs. R. Norman, Mrs. P. Gallagher, Mrs. R. Williams and Mrs. M. O'Neill.

## KILLS WIFE; GETS 12 YEARS

FRISCO, Jan. 17.—Twelve years in San Quentin was the sentence meted out to Bill Scott, a half-breed Indian, who recently pleaded guilty to murdering School House Mary, an Indian and his common law wife. Scott admitted that after an altercation with the victim he clubbed her to death with the butt of his rifle. They were traveling in the foothills at the time.

## SUCCEEDS SENATOR PERCY

JACKSON, Miss., Jan. 17.—Belting separately two Houses of the Mississippi Legislature yesterday named James K. Vandam to succeed United States Senator Leroy Percy, whose term expires March, 1913.

## HAPPENINGS OF DAY IN THE ISLAND CITY: SOCIAL AND PERSONAL

## STORMY SESSION OF CITY COUNCIL

"Short and Ugly Word" Passed Followed by Blows; the Police Interfere.

RICHMOND, Jan. 17.—The tearing down of the Southern Pacific fence by an angry mob of citizens, the opening of Cutting boulevard, the letting of \$70,000 worth of new paving contracts, an order to pave west side thoroughfares, and a long drawn out tempest over the hill grades, all came up at a meeting of the city council, with the result that the stormy session in its history was held. Charles Blanchard of the Santa Fe section started a dispute over the opening of Cutting boulevard by accusing Councilman Dooley by neglecting his official duty, whereupon a brother of the councilman in the lobby demanded an apology from Dooley, who, in turn, called Blanchard by a short and ugly term and aimed a blow at him.

Chief of Police Arnold jumped into the breach and quelled the fist disturbance with iron hand, stating in emphatic language that prize fights could not be pulled off in the city council chamber during official sessions. Much noise and confusion resulted, and as business was about ended the mayor, to pour oil upon the troubled waters, announced immediate adjournment. Prior to the pugilistic exercises Mrs. A. Coveny announced dramatic readings of a play which has recently become both attempted to go through the subway on Macdonald avenue the former invariably emerged splattered with mud from tub hat to French heels, with clothes ruined and temper ruffled, and prayed that the city fathers would not be so foolish as to allow such a thing to happen. The Mayor promised a segregation of the mud, the woman and the auto but would not commit himself as to the fence.

Next followed a heated discussion by citizens on the floor relative to hill grades and paving problems and for a time it looked as though another riot call would have to be issued.

## WILSON WAR IS NOW BEFORE COUNCIL

Dairy Concern, Consumers and Health Board Again Churning Around.

ALAMEDA, Jan. 17.—The milk agitation boiled anew at the city council meeting last night. The council has ordered its health committee to delve into the matter and Dr. James C. Hanley, recently appointed member of the health board, has taken the occasion to deliver a long and impassioned speech on the one hand, and the dissatisfied milk consumers on the other, are pressing for special legislation to be passed.

The lobby in the council chamber was packed last night. The council has ordered its health committee to delve into the matter and Dr. James C. Hanley, recently appointed member of the health board, has taken the occasion to deliver a long and impassioned speech on the one hand, and the dissatisfied milk consumers on the other, are pressing for special legislation to be passed.

## ADVOCATES ONE GREAT COMBINE

Prominent Unionist Says That Single Union of All Miners Is the Thing.

INDIANAPOLIS, Jan. 17.—"One great union of coal and metal miners in the United States and Canada must be formed. If the mine workers are successfully to combat the mine owners' corporations," declared Edward Young of Great Falls, Montana, representing the Western Federation of Miners, in an address today before the United Mine Workers of America. He urged that the National coal miners organization absorb the metal miners of the Western Federation of Miners on the question of combination with the coal miners, and J. A. McKinnon of Denver, reported to the convention that indications were the proposition would be approved by a large majority.

## DEATH OF TWO IS FEARED

SAN FRANCISCO, Jan. 17.—Mrs. John H. Smith, 302 Arlington street, and Stacia Smith, her 12-year-old daughter, are dangerously injured at the German hospital and it is feared that they will both die.

Victims of the street car collision at Cheney and Thirtieth streets late Monday night, Harold Lundberg, 2547 Diamond street, is dead from the injuries received. Nine-year-old Jerome Smith was seriously but not dangerously injured.

## UNDER FROWN OF LAW

SAN FRANCISCO, Jan. 17.—Marchand and the St. Francis Hotel are the latest cafe owners to come under the vigilance of the Fish and Game Commission, and warrants against the managers of both were sworn out in the police court this morning. Marchand is accused of having 53 ducks on January 13, and the St. Francis of having 21 snipe and 32 woodchucks.

## M. J. WHITE TO LECTURE

ALAMEDA, Jan. 17.—M. J. White, secretary of the San Francisco Humane Society, will give an illustrated lecture at the parish hall of Christ Episcopal church on Grand street, next Friday night at 8. His talk will deal with child conditions around the bay that have been brought to his personal attention.

## CHARGES EMBEZZLEMENT

SAN FRANCISCO, Jan. 17.—N. H. Hickman of 112 Market street swore to a warrant today charging C. F. Berry with the embezzlement of \$319.

## KILLS SELF WITH BULLET IN HEART

## WOMEN MARCH ON REGISTRAR

Edward A. Phillips, Magazine Writer, Ends Life in His Berkeley Home.

BERKELEY, Jan. 17.—Edward A. Phillips, magazine writer, newspaperman and member of the San Francisco Press club, killed himself by firing a bullet into his heart at his home, 1333 Shattuck avenue, late yesterday.

Phillips had been unable to sell his writings of late and was out of funds. After Mr. and Mrs. Phillips had discussed their circumstances the former went upstairs.

A few minutes later Mrs. Phillips heard a shot. Rushing upstairs, she found her husband's body on a divan.

Dr. C. E. Hays, the family physician, and Chief of Police Volmer arrived about the same time.

Edward A. Phillips married Mrs. Louise Slater, widow of his life long friend, Captain John Slater, two years ago, six months after the latter's death.

At that time Phillips was successful in his literary work. A year ago he went on a prospecting tour of Nevada and Northern California, but met with financial reverses.

Phillips had done newspaper work in San Francisco and in Oakland, Berkeley and many eastern cities. He was city editor of a Salt Lake paper at the time. He had traveled extensively and was 47 years old.

Four stepchildren and his widow survive him. They are Herbert, age 22, Marguerite, age 20; Norman, aged 18 and Coby Slater, aged 16.

Mrs. Phillips is prostrated today on account of the sudden death of her husband, and is under the care of a physician.

Miss Marguerite Slater, a daughter of Mrs. Phillips, is a student in the university, and prominent socially.

## MINISTER FACES SUIT FOR LIBEL

Marysville Pastor Alluded Too Strongly to Party of City Official.

MARYSVILLE, Jan. 17.—The Rev. William Mackay, pastor of the Christian church in this town, is likely to be defendant in a libel suit in which the plaintiff will be County Surveyor Crook. According to the story the surveyor, who occupies rooms in the St. James flat, over the minister's home, gave a party on Saturday, January 6, at which he had a number of distinguished guests, including City Attorney Waldo Johnson and Mrs. Johnson and other well known people.

The menu was excellent and the gaiety unstrained, and carried on, it is claimed, until a late hour. The next day the Rev. Mr. Mackay addressed his congregation and said that he found him libelable and not as he should be it was because he could not sleep the night before owing to a party that was given over his flat. While he mentioned no names, it was, of course, easy to learn whom he meant, and when word of the sermon reached Crook he became angry and threatened that he would satisfy his opinion out of the clergyman's hands, and also demanded a retraction from his pulpit at the services in the Christian church Sunday. A suit for heavy damages was promised if the retraction was not forthcoming.

Yesterday was the day for the retraction, and while it was forthcoming it was on mild terms. It is a question whether Crook will be satisfied with it. He is out of town, and what his views are have not been ascertained. The other guests, however, are extremely anxious that the facts of the case be kept quiet and that the matter be dropped and they are doing all they can to have Crook take that course.

## ARCHAEOLOGIST WILL LECTURE AT COLLEGE

UNIVERSITY OF CALIFORNIA, Jan. 17.—Casper Rene Gregory will lecture on Friday evening in California hall at the University under the auspices of the San Francisco branch of the American Archaeological Society. His subject will be "Mt. Sinai." Dr. Gregory is American by birth and German by residence. He was born in Philadelphia in 1846. He is a graduate of the University of Pennsylvania and studied geology at Princeton University. Afterward he was a doctor's degree from the University of Leipzig, and since 1889 has been Professor of Theology in that institution. He has high standing in the field of biblical scholarship, especially in textual criticism of the New Testament. He is well known to all theologians in America. His spoken words are equal to his German and English. He has received honorary degrees from the University of Pennsylvania, the University of Glasgow, and Yale University. In Germany his name is known to every citizen for his sympathy between the church and the masses of working men. With all his keen textual criticism of the bible he does not believe that any discoveries ever will destroy faith in the bible as a divinely inspired book. He is a member of the American Philosophical Society and of Phi Beta Kappa. He has translated and edited numerous productions.

## TEMPERANCE TO BE SUBJECT OF MEETING

BERKELEY, Jan. 17.—Mrs. Bessie L. Scovell, secretary of the College Young People's branch of the National W. C. T. U., will speak in the First Christian church tonight on the subject of temperance from the economical standpoint.

Tomorrow evening she will be tendered a reception in Stiles hall, being introduced by Professor W. B. Horns of the University of California. She will give a temperance address and there will be a musical program. Mrs. Scovell will go from Berkeley to Oregon.

## INFORMAL RECEPTION

UNIVERSITY OF CALIFORNIA, Jan. 17.—The first social event of the University Young Women's Christian Association for the term in the form of an informal reception, was held at Stiles hall this afternoon. A musical program was given, and refreshments served.



# GREATEST CONFIDENCE INSPIRED IN OAKLAND'S FUTURE PROSPERITY

(By A. A. DENISON,  
Secretary Oakland Chamber of Commerce.)

IT HAS been said that geography makes history, and the American people are making geography by cutting a continent in two. The Panama canal will change the currents of the world's trade and emphasize the advantage of Oakland as a focal point for Pacific coast commerce.

Already the far-sighted captains of industry appreciate the fact that there are inherent advantages in the location of this city on the land or continental side of the bay of San Francisco, the natural point of contact between ocean carriers and trans-continental trains.

## OAKLAND PREPARING FOR CANAL OPENING.

The projects already well under way for the improvement of Oakland's western waterfront, together with the government work on the inner harbor, mean that this city is preparing to profit by the impetus to commerce and industry which will come with the completion of the shorter waterway from the Pacific to the Atlantic coast of America, as well as the continent of Europe.

Preparations which Oakland is making have received the commendation of such commercial experts as Congressman Humphrey, Pacific coast member of the committee on rivers and harbors, who says:

"I am greatly pleased with the vastness of Oakland's waterfront. I know of no city in the United States that is engaged in so great an undertaking and is doing so much to better itself as Oakland."

Barrett, director-general of the Pan-American Union, said:

"There is no reason why Oakland should not become a great exporting and importing as well as manufacturing point for the growing business which must be transacted through the Panama canal."

These advantages are already attracting the attention of the great steamship companies, and representatives of the greatest corporations engaged in water carriage have lately been investing in the facilities which Oakland offers for terminals and the rapid handling of cargoes on its western waterfront.

## COST OF WATERFRONT IMPROVEMENTS.

The important terminal areas already granted to the Southern Pacific Company, the Western Pacific Company and the Key Route interests are in process of preparation for accommodating steamship terminals. It is estimated that improvements already under way will involve an expenditure of more than \$50,000,000, exclusive of the work which is being done on the inner harbor, where the United States government project contemplates an expenditure of at least \$2,000,000, while the city's seawall and dredging will cost in excess of \$2,500,000.

These improvements mean that private enterprises will supplement these improvements in the erection of industrial plants, warehouses, etc., incidental to the commercial expansion of this city. Oakland's waterfront development, delayed by litigation and the obstructive tactics of private interests for half a century, is now about to culminate in the fullness of time, and this city is only just beginning to come into its own, to realize that destiny which was determined by its natural conditions and geographical position.

## FACTORS IN OAKLAND'S PROGRESS.

The first great factor, then, in Oakland's onward march for commercial supremacy is the development of its magnificent harbor.

Supplementing this are several important considerations. These are the supply of electric energy from hydro-electric plants, the high steamers, giving this city a practically unlimited supply of motive power at a price as low as 1 cent per kilowatt hour. This is a figure which is probably below that of any other city in America.

Next in importance is the fact that a river of fuel oil is constantly flowing through pipe lines from the great oil fields of the San Joaquin valley into reservoirs adjacent to Oakland. Oil at its present price gives the manufacturer in Oakland fuel at a cost equivalent to the best steam coal at not to exceed \$2.50 per ton.

Climatic conditions in the east bay shore cities are not unequal anywhere in the world by reason of the fact that the freedom from extremes of either heat or cold tend to the highest efficiency of labor throughout the entire year. This means that the wage-earner is able to render the fullest equivalent in vital energy intelligently applied to industrial processes.

## TRANSPORTATION AND TRADING FACILITIES.

Oakland combines with these advantages unsurpassed facilities for the assembling of raw material and the distribution of the finished product both by land and water carrier, to the largest and most compact body of consumers on the Pacific coast. The city is situated within a radius of 100 miles from Oakland contains approximately 1,500,000 people—a people who are well conditioned and able to be large consumers. Oakland is the natural market for the vast empire embraced in

the San Joaquin and Sacramento valleys, and the most advantageous point for the distribution of commodities to the people in this rapidly developing section of the state.

## INFLUENCE OF ELECTRIC RAILWAY EXTENSIONS.

Another consideration in any forecast in the future development of Oakland is the concentration of this side of the bay of the great electric traction system of Central California. Few people comprehend the significance of the tunnel which is now being constructed to pierce the hills back of Oakland with a 2 per cent grade to accommodate the Oakland-Antioch railroad, with its connections into the Sacramento valley, running as far north as Marysville and as far south as Merced. This implies for Oakland what the development of the Huntington electric traction system meant for Los Angeles in internal development, if our citizens are wise enough to see that this system of electric traction is centralized in a great local depot in Oakland.

Electrical development in this city in the immediate future, including the transformation of the local service of the Southern Pacific, extensions of the Oakland Traction Company and new construction of the Oakland-Antioch road will involve at least \$20,000,000.

## PROJECTS FOR CIVIC DEVELOPMENT.

There is probably no city in the United States today in which are culminating greater projects for civic development than Oakland. In addition to those already mentioned, the people collectively are providing for themselves a magnificent civic environment in the elaboration of a park and boulevard system which will make Oakland famous as a city beautiful. We are preparing to house our administrative departments in a magnificent city hall which will be the finest municipal building west of New York, erected at a cost of approximately \$2,000,000.

Recent municipal equipment includes the erection of new houses, saltwater pumping plant, building for police and fire, and the extension of the city limits by bonds to the extent of \$2,500,000, voted for additional school facilities, including buildings and playgrounds for grammar schools, a new \$600,000 manual training and commercial high school, and \$600,000 for a municipal auditorium.

## PRIVATE ENTERPRISE.

Stimulated by this civic and corporate activity, private individuals are displaying exceptional enterprise in building for the future, and the immediate completion of the new hotel, involving an expenditure of approximately \$1,000,000, and the new Oakland hotel, to cost \$1,500,000, exclusive of furnishings, is now assured.

There is every indication of continued activity in building lines throughout this city and its environs in the year to come, and it is impossible to forecast the valuation of the city, but it is safe to assume that it will exceed \$12,000,000.

## INDUSTRIAL DEVELOPMENT.

In any consideration of the industrial development of the east bay shore cities it should be borne in mind that Oakland is the center of the civic, the commercial and the industrial interests of seven cities which have practically grown together in everything except political administration. These cities are Richmond, Emeryville, Albany, Berkeley, Piedmont, Oakland and Alameda, all connected with electric traction lines and local train service centering in Oakland, and with their immediate environs embracing a population of more than a quarter of a million people.

These communities have a common interest in everything which appertains to the development of enterprise on the east shore of the bay of San Francisco, and are being drawn by inherent forces of economic relations into closer co-operation. In the area embraced in these cities are found the most favorable conditions for civic, commercial and industrial development offered in any community on the Pacific coast, and these cities are attracting the attention today of investors in all parts of the world.

## OUTSIDE CAPITAL IN OAKLAND.

Next to Oakland's marvelous commercial expansion during the past year, the most significant event has been the interesting of outside capital in Oakland enterprises. Not only have the great insurance companies of New York consented to place large loans in Oakland, but the seal of approval has been set on Oakland property by new capital coming from New York, Chicago, Salt Lake City, Denver, Los Angeles, Portland and Seattle.

The present expansion in Oakland is only the first impetus through the inherent forces which will make for development in the immediate future, as the result of the Panama-Pacific Exposition in celebration of the completion of the canal, the development of vast irrigation projects in Central California, together with intensive cultivation making possible the division of large ranches into small homesteads, and the maintenance of more thrifty wealth producers.

Today California has a population of less than 3,000,000, while its resources and area make possible the sustaining of a population of 30,000,000.

These facts indicate that we are only at the beginning of the Pacific coast's possibilities of this great commonwealth, in whose growth and development Oakland must share, and the outlook for the coming year should be one of buoyant optimism on the part of the people of this city.

ment and two semi-weekly newspapers, the "Hayward Review" and the "Hayward Journal."

**FINANCIAL PROSPERITY.**

The prosperity of the community may be realized from the fact that in the two banks, namely, the First National Bank and the Bank of Hayward, there are deposits aggregating over \$500,000.

One of the great sources of local wealth is the annual crop of fruit and berries, for which this section is renowned. The soil of the territory adjoining Hayward is a rich sandy loam, particularly responsive to intensive farming. The annual rainfall is ample and irrigation unnecessary. The finest cherries, apricots, pears, berries and apples grown in the country are produced here.

Between 18,000 and 20,000 tons of apricots are produced each year within a radius of six miles of Hayward. Of the tremendous amount of fruit, from 10,000 to 12,000 tons is canned, from 800 to 900 tons dried, and the remainder sold in the fresh state in the great markets of the bay cities.

**CHERRY GROWING.**

Next in value to the annual apricot output is the cherry crop. The fruit attains perfection here. The quality is unsurpassed anywhere. The principal varieties raised are the Black Tartarian, Royal Anne, Burr Seedling, Governor Wood and Black Republican. The black cherries are packed and shipped in a fresh state to all parts of the country. The white cherries, especially the Royal Anne variety, are much sought after for canning purposes. Canned cherries from Hayward find a ready market in every part of the world.

The pear crop is disposed of in much the same way as the apricot crop, some varieties being shipped fresh to the markets throughout the United States and Canada, while others, principally the luscious Bartlett pear, are canned.

Thousands of acres are also laid out in orchards, producing peaches, plums, prunes and various kinds of berries.

**PROFITS IN FRUIT CULTURE.**

Soma idea of the profits to be derived from fruit culture may be had from the following authentic reports:

A large fruit grower near Hayward harvested from 60 acres of apricots 220 tons. These were sold at the local cannery at \$60 per ton, bringing an average of \$220 per acre. Allowing the liberal estimate of \$50 per acre for expenses in caring for the orchard and marketing the apricots, there remains a profit of \$170 per acre, or 8 1/2 per cent on a valuation of \$2000 per acre.

Another case of a farmer is given in which 135 tons of apricots were marketed from 22 acres of land. The crop was sold for \$55.50 per ton or \$7,897.50, an average of \$359 per acre.

From 30 acres of land in Castro valley a farmer this season sold \$6800 worth of fruit of various kinds. A four-acre pear orchard in this neighborhood has produced \$2000 worth of Bartlett pears in one season, an average of \$500 per acre.

A conservative estimate of the value of the annual fruit crop produced on 10,000 acres within a radius of six miles of Hayward, as well as other fruit crops, is \$2,000,000.

# HAWAII DEVELOPS UNDER AMERICAN GUIDANCE

Figures Show the Wonderful  
Growth of Islands Since  
Annexation.

BILLION POUNDS IS  
INCREASE OF SUGAR

Practically All Imports Into Islands Are From the United States.

WASHINGTON, Jan. 16.—The development of the Hawaiian Islands under American guidance is illustrated by figures presented in a document just received by the Bureau of Statistics, Department of Commerce and Labor. The annual report of the Hawaiian Annual, 1911, is issued annually by the Hawaiian Annual, Honolulu, and presents statistics of the production, commerce, finance, population and education in those islands during a term of years down to 1911.

The figures of growth since the annexation of Hawaii to the United States are, indeed, since the reciprocity treaty of 1875 between the islands and the United States, by which freedom of commerce was established with this country. The American capital thus assured, are extremely interesting. A table shows, for example, the production of sugar by far the most important product of the Hawaiian Islands, from 1875 down to and including 1911. The production of sugar in 1875 was 1,000,000 pounds; in 1880, 1,000,000 pounds; in 1885, 1,000,000 pounds; in 1890, 1,000,000 pounds; in 1895, 1,000,000 pounds; in 1900, 1,000,000 pounds; in 1905, 1,000,000 pounds; in 1910, 1,000,000 pounds; in 1911, 1,000,000 pounds. The value, which was stated at \$1,250,000 in 1875, was \$1,250,000 in 1880, \$1,250,000 in 1885, \$1,250,000 in 1890, \$1,250,000 in 1895, \$1,250,000 in 1900, \$1,250,000 in 1905, \$1,250,000 in 1910, and \$1,250,000 in 1911. Thus the quantity of production in 1911 is 40 times as great as in 1875. The increase of production to the beginning of reciprocity, and the value 30 times as great, the relative increase of production between quantity and value being due, of course, to a reduction in prices of sugar meantime.

**INCREASE OF BILLION.**

Of this increase of practically one billion pounds in the sugar production of the Hawaiian Islands, the annexation of the islands, more than one-half of the increase, is due to the sugar production of 1897, the year immediately prior to that of annexation, was, according to the table in question, 1,000,000 pounds, and in 1898, 1,000,000 pounds. In 1897, the year immediately preceding the reciprocity treaty, 1,111,000,000 pounds in 1910 and 1,111,000,000 pounds in 1911. Thus the increase in sugar production in the islands during the 22 years of reciprocity, 1876 to 1898, was 498,000,000 pounds, and in 1899, 1,000,000 pounds, and in 1900, 1,000,000 pounds, and in 1901, 1,000,000 pounds, and in 1902, 1,000,000 pounds, and in 1903, 1,000,000 pounds, and in 1904, 1,000,000 pounds, and in 1905, 1,000,000 pounds, and in 1906, 1,000,000 pounds, and in 1907, 1,000,000 pounds, and in 1908, 1,000,000 pounds, and in 1909, 1,000,000 pounds, and in 1910, 1,000,000 pounds, and in 1911, 1,000,000 pounds.

Sugar, however, is not the only product of the Hawaiian Islands. The statistics show numerous other articles or products of the islands, indicating that the recent attempts at diversification of production have been at least moderately successful. The value of the products of the islands sent to the United States alone in the fiscal year 1911 was over \$2,000,000; of rice, the quantity shipped to the United States was 1,000,000 bushels, and the value of the rice was \$660,000 million pounds; of coffee, 2,750,000 pounds; of hides and skins, 1,500,000 pounds; of bananas, 171,000 bunches, and the value of the products of the islands sent to the United States in 1911 was about \$14,000. By far the largest item of shipment to the United States is sugar, valued in the fiscal year 1911, at \$36,750,000, and in 1910, at \$36,750,000, and in 1909, at \$36,750,000, and in 1908, at \$36,750,000, and in 1907, at \$36,750,000, and in 1906, at \$36,750,000, and in 1905, at \$36,750,000, and in 1904, at \$36,750,000, and in 1903, at \$36,750,000, and in 1902, at \$36,750,000, and in 1901, at \$36,750,000, and in 1900, at \$36,750,000, and in 1899, at \$36,750,000, and in 1898, at \$36,750,000, and in 1897, at \$36,750,000, and in 1896, at \$36,750,000, and in 1895, at \$36,750,000, and in 1894, at \$36,750,000, and in 1893, at \$36,750,000, and in 1892, at \$36,750,000, and in 1891, at \$36,750,000, and in 1890, at \$36,750,000, and in 1889, at \$36,750,000, and in 1888, at \$36,750,000, and in 1887, at \$36,750,000, and in 1886, at \$36,750,000, and in 1885, at \$36,750,000, and in 1884, at \$36,750,000, and in 1883, at \$36,750,000, and in 1882, at \$36,750,000, and in 1881, 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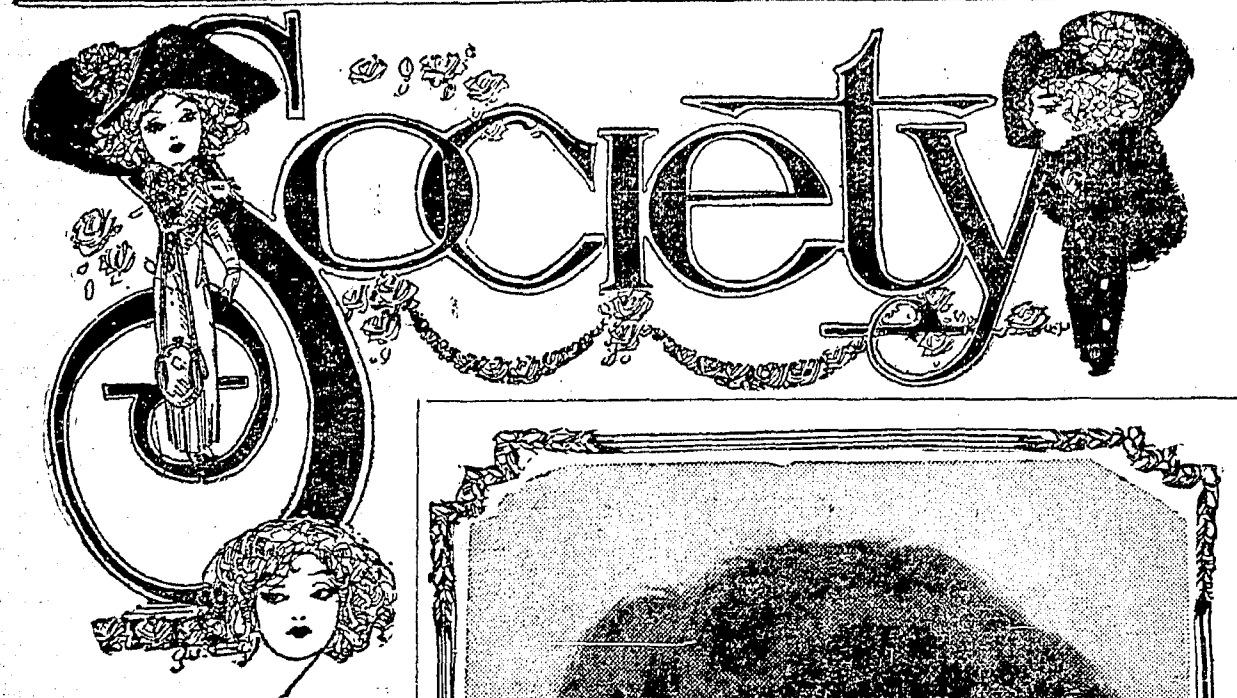
# OAKLAND AS A GREAT STEAM AND ELECTRIC RAILWAY CENTER

**Chechnalis**, Wash., Jan. 17.—Olen COCHRAN and Marnella Moss, twelve—each 16 years of age, escaped last night from the state reformatory here. Becoming tired of their confinement they lay down near the railroad tracks and fell asleep. The Moss girl was struck by a train and killed. The Cochran girl was only slightly bruised. Both girls were sent to the state school from Seattle.

# LIVERMORE, THE GOLDEN MEDAL- WINNING VALLEY OF CALIFORNIA



## HEART--TRIBUNE'S PAGE FOR WOMEN--HOME



**M**RS. HARRY W. BISHOP was a hostess today at a delightful party in a new bridge party in compliment to her sister, Mrs. Greenough, wife of Captain Ernest E. Greenough. Sixty guests were entertained in the living room of the Bishops' artistic home in Alice street, which was decked in shades of yellow and gold, daffodils and chrysanthemums being used effectively.

Beautiful prizes were given of antique boxes and trays of gold. Mrs. Bishop received her friends in a white satin gown elaborated in gold and green lace, which was much admired. In the receiving party were Miss Amy Jackson, sister of the hostess. She wore a pink messaline silk, daintily effective. Mrs. Francis M. Thomas wore a pale blue chiffon.

Mrs. Leon Malson's gown was of black chiffon trimmed in gold. Mrs. Greenough wore a handsome white messaline.

Tonight Mrs. Bishop will entertain eighteen friends at the Liberty Theater. A week from this Thursday, Mrs. Bishop will give a luncheon and bridge for sixteen friends.

Mrs. Louis Snyder entertains this Friday evening at the bridge tables, claiming Mrs. Greenough as her honored guest. The latter leaves soon for Washington, where Captain Greenough has been assigned to duty.

Both she and Mrs. Bishop possess gracious manners and delightful personalities. Another affair which claimed forty guests today, members of the local smart set, was the luncheon at which Mrs. Walter Starr presided as hostess, claiming as her honored guest Mrs. Stanley Moore.

Mrs. Starr is a frequent hostess. She was assisted in welcoming her friends by Mrs. A. A. Moore Jr. and Mrs. J. J. Valentine.

The table was effectively decorated in a profusion of spring flowers artistically arranged. Covers were laid for forty guests, and some charming gowns were worn. Bridge was enjoyed after the menu, until a late hour.

**WEDDING TONIGHT.** Miss Jeanette Sarfield, daughter of Mrs. Mary Sarfield, and sister of Mrs. Ode Eng of this city, will be married this evening to George Howard Morris of San Francisco, a prominent business man.

On account of illness in the family the original plans for a large and elaborate wedding were curtailed and tonight's ceremony will be a simply appointed one. Miss Angela Sarfield, sister of the bride, will act as best man. The bride is a very attractive girl with a wide friendship circle here. After a honeymoon spent in the south the couple will make their home in Piedmont.

**BIRTHDAY PARTY GIVEN.** Mrs. G. Bonner of Elmwood Park gave a pretty birthday party on Monday evening for Miss Evelyn Kniggeberg, who is attending the university.

About thirty guests, including many members of the Seminole Club of this city, and the Spartan Club of San Francisco, were present. The decorations were pink carnations and pink candles.

Dancing and cards were enjoyed. A supper closed the evening's pleasure.

**ASSEMBLY TONIGHT.** The Jovialites Assembly give their dance tonight at Maple Hall and a large attendance is predicted. The club has been organized for the last two years. The patronesses are: Mrs. R. Williams, Mrs. P. Gallagher and Mrs. R. Norman. Four hundred cards have been sent out by the members. Among them are: Miss Mae Gallagher, Miss Paul Anderson, Miss Hazel Norman, Miss Mary O'Neil, Miss Margaret Moenisch, Miss Anna Fitzpatrick, Miss Mae Doyle, Miss Margaret Gallagher.

**TO DEPART SHORTLY.** Miss Mildred Hobbs, an Alameda society girl, will leave in a few days for the southern part of the state enroute to the East, where she plans to spend the summer.

**DANCE TONIGHT.** About 250 guests will gather at Masonic Hall this evening to attend the second of the series of dances of the Berkeley Assembly. The affair promises as usual to be a brilliant one.

**GOES TO HONOLULU.** Miss Ina Hughes has departed for Honolulu to visit Mrs. Robert Bond (Rowena Eiston). Miss Hughes will remain several weeks in the islands and will be much entertained.

**TEA IN ALAMEDA.** Mrs. Joseph Hoyt has sent out cards for the afternoon of January 21st, when she will give a tea at her handsome home in Alameda. Mrs. Hoyt formerly lived in Piedmont and has included many of her friends from the hillside district in the guest list for the affair. She will be assisted in receiving by Mrs. Norton J. Robbins, Mrs. Charles Hanley, Mrs. Martin Turner, Mrs. Edward Hoffman, Mrs. H. C. Black, Mrs. Edward Roberts and Mrs. S. J. Devald.



MISS MARION BROMLEY JANSEN, whose engagement to Carl Martin was announced last week. —H. Pierre Smith photo.

Booth, Mrs. William Pattison, Mrs. Clarence Wetmore, Mrs. Louis Cockroft, Mrs. A. K. Munson, Mrs. Wallace Everson, Mrs. Charles F. Baker, Mrs. A. L. Smith, Mrs. J. R. Soupham, Mrs. R. E. Chamberlain, Mrs. H. S. Kegan and Miss Eva Powell.

**OAKLAND MAN QUIETLY WEDS.** Harry G. Moore, assistant treasurer of the Macdonough Theater, and Miss Rose Schenck of Stockton, were quietly married on Monday and are now domiciled in Alameda. The bride was socially prominent in Stockton.

**FORMER UNIVERSITY MAN WEDS.** From Brazil comes the news that Carl M. Hiller, formerly a student of the University of California, was married last month to Senora Esperanza Sanchez, daughter of a wealthy coffee and tobacco planter. Hiller was well known here during his undergraduate days and was a popular member of the Omega Delta Chi. He went to Brazil to undertake engineering work.

**BRIDGE PARTIES.** Mrs. Chamcey Pond of Alameda has sent out invitations for two bridge parties on the afternoon of January 30 and 31. Mrs. Robert Krusl is to be the guest of honor at the latter affair.

**RECEIVING CONGRATULATIONS.** Mr. and Mrs. Frank H. Buck Jr. are receiving congratulations over the arrival of a son in their home. Mrs. Buck was Miss Zayda Zabriskie, who's well known here, her father being the New York representative of the F. M. Smith interest.

**COMPLIMENTARY BRIDGE PARTY.** Miss Florence Williams has sent out cards for a bridge party on Friday afternoon at her Berkeley home. Miss Dorothy Boerick is to be guest of honor.

**MARRIED THIS MORNING.** Mrs. Orville Pratt and Melvin Garfield Jeffers were married quietly this morning at the home of the bride's mother, Mrs. E. B. Brown, in Berkeley. The bride has a wide friendship circle here and in San Francisco, where she formerly made her home. The bridegroom is also well known. The couple will go to Carmel for their wedding trip and on their return will establish their home in Berkeley.

**REVISITS BAY CITIES.** Mrs. F. O. Nebeker has as her house guest Miss Rosalie Hamilton of Fresno, fiancée of Hugo Frederick Allard of Berkeley. The wedding will be in March, solemnized in the First Christian Church in this city, with Rev. Thomas Boyer as the officiating clergyman. The charming bride will be attended by a coterie of her girl friends. The Hamiltons formerly made their home in Alameda and Mrs. Hamilton was well known in local musical circles. She frequently visits in the Encinal City and is always entertained extensively by her many friends. Allard has extensive business interests in Bakersfield and is a prominent Mason and Elk. He formerly made his home in Ods, where he has scores of friends who will be interested in his wedding with the young California girl. He and his bride will make their home in Bakersfield.

**ENTERTAINED INFORMALLY.** Mrs. Edward Hall Dodge is being much entertained in an informal way. Mrs. Edgar Jones will be among the hostesses who will ask a few of Mrs. Dodge's friends for next Tuesday afternoon, when she will have three tables of bridge.

**CLUB NEWS OF INTEREST.** The formal call for the eleventh annual convention of Alameda District of the California Federation of Women's Clubs was received yesterday by the various clubs. The convention will be held in the Sequoia Club, rooms 318 and 320, on Macdonald street, Richmond, on

Thursday, Friday and Saturday, February 15, 16 and 17. Each club shall be entitled to representation by its president or her appointed and one delegate or her alternate, for every fifty members. No proxies will be permitted and no delegate may represent more than one club.

A local board has been organized for the purpose of making arrangements for the entertainment and comfort of visiting delegates, the president being Mrs. Kate Smith of Richmond. Mrs. C. S. Gibson is chairman of the hotel committee.

Thursday afternoon will be president's afternoon, to which the public is invited. The meeting will open at 1:30 p. m. with biennial rally in charge of Miss Cora Jones, chairman 1912 biennial, after which will be heard club presidents' reports, each limited to three minutes.

The hostess clubs for the banquet are Mendocino Club, Women's West Side Improvement Club and the Richmond Club. These clubs will give a banquet to officers, delegates and alternates on Thursday evening.

**LUNCHEON IN SAN FRANCISCO.** Mrs. Martha Hebbard's large bridge luncheon on January 31, at the Hotel Bellevue in San Francisco, will claim over 100 friends from this side of the bay.

**SEATTLE VISITOR DEPARTS.** Mrs. R. L. Lewis and her children of Seattle, who visited over the holidays as the guests of her mother, Mrs. A. Tonne of 1662 Sixteenth street, have departed. They were much entertained by their relatives in this city.

**JUDAENS PLAN FOR TOURNAMENT AND BALL.** The Judaens will hold their monthly whist tournament tomorrow evening at their clubrooms, Fourteenth and Webster streets. Valuable prizes will be given. A large attendance is expected, as all friends of the Judaens have been invited.

The Judaens also announce to their friends that they will hold their fourth anniversary ball Sunday evening, February 4, at Maple Hall, Fourteenth and Webster streets. Chairman Alexander, assisted by his committeemen, are making preparations to handle a large crowd. President E. Eisenberg and Vice-President Charles M. Kleitz will lead the grand march.

**ESTATE LETTERS GRANTED.** SAN FRANCISCO, Jan. 17.—Superior Judge Graham yesterday granted letters of partial distribution of the estate of the late William Frank Pierce, who died on October 3, 1910, to the three children, Hazen Pierce Hincks, Mabel L. Pierce and Frank Pierce. The estate amounted to \$199,000.

**Does Every Woman Long to Be Beautiful?** ("Esther," in Household Helps.) "If you want light, fluffy and lustrous hair, don't shampoo with soap and water, which leave the hair dull and brittle. To make a dry shampoo, put a cupful of corn meal in a fruit jar, add the contents of a small original package of Therox, and shake well. Sprinkle a little on the head and brush out thoroughly. This makes your hair clean, soft and silky and heightens its color.

"If you want a fine complexion, with soft and lovely skin, use a simple home-made preparation made by dissolving an original package of mayatone in a half-pint of witch hazel. Apply to face, neck and arms in the morning, rubbing gently.

"To reduce swelling, allay inflammation, to stop ache in back or joints, to relieve pain from sprain, bruise or any cause, apply Mother's Salve before rubbing, tubing in well. It is a most wonderful healer."

## WOMEN IN THE NEWS

### GARDEN CITY IS STIRRED BY DIVORCE

Mrs. V. Partridge of Pioneer Family Is Awarded Decree From Attorney.

**S**AN JOSE, Jan. 17.—Mrs. Viola Partridge, member of the pioneer, Rea family, was granted an interlocutory decree of divorce by Judge J. E. Richards in the Superior Court on her showing that her husband had deserted her. Captain H. L. Partridge, formerly head of the National Guard Company here and one of the county's best known attorneys, did not contest the suit.

The Partridge marital difficulties have been choice morsels for the gossips for many months, the case coming to public notice with the divorce suit of Mrs. O. A. Rudolph, a confederate, against her husband. Partridge, it is claimed by Mrs. Rudolph, is responsible for breaking up the Rudolph home.

Friends and neighbors of the Partridge family have it that Mrs. Partridge told her husband to "get out," that she was "through with him," and that following these orders, Partridge left the family home on North Third street for bachelor apartments. Then Mrs. Partridge filed suit for divorce, the decree being granted on her complaint when Partridge offered no counter arguments.

Partridge has refused to give out any kind of an interview in regard to his wife's suit, contenting himself with intimating that her evidence was flimsy and that a decree could not be granted if he chose to file a contest of her action. Mrs. Partridge was represented in court by her cousin, E. M. Rea. She is a well known social figure in the county, James W. Rea, and a daughter of Samuel Rea, a pioneer and one of the largest land owners in the southern section of the valley.

The property rights between the estranged couple have been settled out of court, and no mention was made of property in the divorce suit.

### They Have Habit

LOS ANGELES, Jan. 17.—The police yesterday arrested Nicola Rugiro and charged him with running a handbook on horse races in violation of the state gambling law. He was released on \$1000 bail.

Isadore Cohn, owner of the pants factory where Rugiro was arrested, signed Rugiro's bonds. In a safe in the office, the police claim, they found a large number of slips bearing the initials of people who had bet on horses. The greater part of these, the officials declared, were the initials of women. Few of the bets were for more than \$10.

An officer in plain clothes gathered the evidence which resulted in Rugiro's arrest. This officer claims he played the game for two weeks and quit ahead, besides gaining the evidence he was after. He said many women came to the place in automobiles, where their bets and rode away.

### Convict to Wed

LOS ANGELES, Jan. 17.—There will be a honeymoonless wedding in the courtroom of Justice Lillian P. Pullen here, as the ceremony will be taken to San Quentin to serve two years for manslaughter, and the bride will go home to wait for him.

Joe Chutuk, a young contractor, who killed James T. Webb with a shovel last August, will take as his wife Miss Lillian Pullen, 18, who is a daughter of the judge. The bride is a native of Maryland. She was married to Rev. Mr. Heacock in 1902, coming by Panama in 1905 to San Francisco, where Dr. Heacock was pastor of Grace Methodist Episcopal church of the city.

During four years of her marriage, she held the presidency of the San Francisco women, with their family, they resided in San Jose, Sacramento, Stockton, Santa Cruz and Santa Clara were also their homes during their thirty-eight years of the clergyman's service in the California Methodist Episcopal conference. Coming to Pacific Grove five years ago, with their daughter, Miss Lulu Heacock, this has been their home. The body will be taken by Thursday morning's train to East Oakland, where, in the Eighth Avenue church, the funeral will be held. Dr. E. R. Dille and Dr. Edward B. Denny of San Francisco churches will conduct the services. Interment will take place at Mountain View Cemetery, Oakland.

### Pastor's Wife Dies

PACIFIC GROVE, Jan. 17.—Mrs. Maria Abraham Heacock, wife of Rev. Henry B. Heacock, 18, died at the family residence here. Mrs. Heacock was native of Maryland. She was married to Rev. Mr. Heacock in 1902, coming by Panama in 1905 to San Francisco, where Dr. Heacock was pastor of Grace Methodist Episcopal church of the city.

During four years of her marriage, she held the presidency of the San Francisco women, with their family, they resided in San Jose, Sacramento, Stockton, Santa Cruz and Santa Clara were also their homes during their thirty-eight years of the clergyman's service in the California Methodist Episcopal conference. Coming to Pacific Grove five years ago, with their daughter, Miss Lulu Heacock, this has been their home. The body will be taken by Thursday morning's train to East Oakland, where, in the Eighth Avenue church, the funeral will be held. Dr. E. R. Dille and Dr. Edward B. Denny of San Francisco churches will conduct the services. Interment will take place at Mountain View Cemetery, Oakland.

### Surprises Friends

NEW YORK, Jan. 17.—Lila Rhodes, a niece of Mrs. Jerry Cohan, the author, manager and actor, surprised her friends and relatives yesterday with the news that she was married ten days ago to Charles J. King, an actor. Mrs. King, under her maiden name, is appearing as Goldie Gray in "The Little Millionaire" at the Cohan theater. Charles J. King was recently a member of Lew Field's "Henpecks" company, but is now appearing in vaudeville.

Lila Rhodes is one of the five orphan children of Mrs. Jerry Cohan's brother. She has been a member of her cousin George M. Cohan's companies since she was 15 years old.

### She Stays Outside

REDWOOD CITY, Jan. 17.—Respecting the attendance of his prospective bride, John Leslie Barneson Jr., son of Captain John L. Barneson, wealthy shipping and commission merchant, yesterday established a precedent in San Mateo county by securing a marriage license without the presence of the young woman.

Miss Pauline Berger, who is to be married to young Barneson today, did not wish to be present when he applied for the license at Redwood City. She remained waiting outside in an automobile in which they arrived at the courthouse. Barneson answered all the necessary questions about the ages, nativ-

## The Winter Face

(Copyright, 1912, Lillian Russell.)

By LILLIAN RUSSELL



IN these days of cold, snow and rain we see many kinds and conditions of complexion. Red noses, blue cheeks and watery eyes are prevalent. The cuticle of the face must be protected as carefully as the cuticle of the body—which is always white, smooth and fine—at no matter what age. A great French dermatologist, Dr. Sabournard, in a recent lecture upon the "Beauty of Woman," made a most important statement which should be known to every woman who motors, or drives, or even walks a great deal. This doctor, who has made a science of personal beauty, holds that no woman should expose her unprotected face to the elements. Veils should be worn at all times when motoring, but care should be taken in selecting the quality and color of the veiling, as there are many colored veils, the dyes of which are poisonous to the cuticle.

Dr. Sabournard advises light brown or white veils as the safest colors to be worn. So many colors are injurious to the skin. Green, blue and violet are apt to cause irritation, as they rub too closely to the face and attract the sun. The texture should be of fine cotton or silk. Women should never go out into the wind or sun without some covering over the skin. As an illustration, a friend of mine accompanied me on a long motor trip with one side of her face bare to the elements. At the end of the first day's trip the side of her face which had no covering was rough from the wind and cracked peeling. The side which was protected was, when washed, as smooth as ever and perfectly normal.

It takes only a little forethought to keep lovely, and it is a proof of your intelligence when you do so. Any reasonable attention you give to the care of your person is not time wasted. Nothing proves its appreciation and gratitude more. Remember, when you are enjoying out of door pleasure be as kind to your complexion as you are to your shoulder blade.

*Lillian Russell*



LILLIAN RUSSELL  
Copyright Photo by Schloss, N. Y.

again asking for it, enclosing a stamped, self-addressed envelope for reply. I thank you very much for your good wishes.

B. K.—A greaseless cream is one that contains no oil or any grease of any kind. While they are more popular, it must be remembered that it is the oils in the creams that help to preserve the complexion. If you will send me a self-addressed, stamped envelope I shall be glad to send you the formula for an excellent cold cream, one which I use constantly in the theater.

MABEL—Do not, under any circumstances, tamper with the mole on your face. If the mole projects it can easily be removed by tying a silk thread at the base of the mole. This will stop the nutrition and in a few days the mole will turn black and drop off. However, if the mole is perfectly flat the best thing to do is to go to an expert and have it removed by electricity.

G. McD.—If you will rub cocoa butter about your nails every night I think it will help the trouble you speak of. The same would be a good remedy for the trouble with your nose.

C. G.—Your swollen face beneath the eyes may come from kidney trouble or constipation. I imagine from what you say that you need exercise more than anything else. Why do you not get up a little earlier in the morning and walk a mile or so before taking your car to go to the office? You must eat plenty of fruit and vegetables, no fat meat; and I would not drink milk unless it were buttermilk. You should drink at least two quarts of cool pure water every day. This will probably help the swelling under

your eyes if it is from kidney trouble. But I am sure what you need is exercise. Take a walk of at least a mile daily.

KATHERINE—I suppose no woman in America has had to "mother" as many methods of massage as I. The truth of the matter is, that I do not believe in massaging those muscles that are not often used and you will have a good complexion. I am very glad to send my directions to those who desire them, and will be glad to send you complete instructions for facial massage if you will write me

ity and residence of the contracting parties. The ceremony is to be performed at St. Peter's Episcopal church today by the Rev. Charles Gardner, chaplain of Stanford University.

The marriage of Miss Beeger and Barneson will be the culmination of an attachment that began when they were students at Stanford. Both are university graduates.

Miss Beeger is the daughter of Mrs. Mary Beeger, widow of a wealthy tanner. Barneson is a law graduate and is associated in business with his father in San Francisco. The young people will make their home at Fair Oaks.

**Women Vote**  
FRESNO, Jan. 17.—Out of 200 women registered for the special freshers' election yesterday, 117 voted, while out of about 5000 men, only 500 cast ballots. It was noted by precinct officers that no women made mistakes and called for

new ballots, while many men made errors.

Thirteen out of the fifteen names on the Merchants' Association ticket were elected. Sig Wornser, a prominent merchant, was beaten by G. S. Van Meter, a lawyer, on the Union Labor ticket, and E. O. Asanone, a jeweler, was tied by J. T. Anderson, also a labor unionist.

### Couple Jailed

MARYSVILLE, Jan. 17.—Cecil Gale of Santa Rosa, aged 18, and Margaret Leib, of the same place, and only 15, were arrested in a private dwelling here, where they have been living for the past two weeks as man and wife. The sheriff of Sonoma county came for them and turned to Santa Rosa this afternoon. It is understood Gale will be prosecuted for a grave offense, as the girl has not reached the age of consent. Both belong to prominent families and were school companions.

### ORDER SIGNED FOR RELEASE OF LACOUR

PARIS, Jan. 17.—President Fallieres, at the request of Minister of Justice Briand, has signed the order for the release of Lacour, the royalist, who was sentenced in December, 1910, to three years' imprisonment for assaulting M. Briand when he was premier after the ceremony of the unveiling of a statue to the memory of Jules Ferry in the Tuilleries Gardens.

The request for Lacour's release was the first official act of M. Briand after taking up his portfolio in the Peire's cabinet.

### POLITICAL SUPREMACY

JACKSON, Miss., Jan. 17.—Advocacy of political supremacy for the white race was one of the features of the message of Earl Brewer, inaugurated governor of Mississippi. He succeeds J. F. Noel.

## WOMEN'S WORLD

**DON'T FORGET THAT**

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OATMEAL IN TWO AND A HALF HOURS

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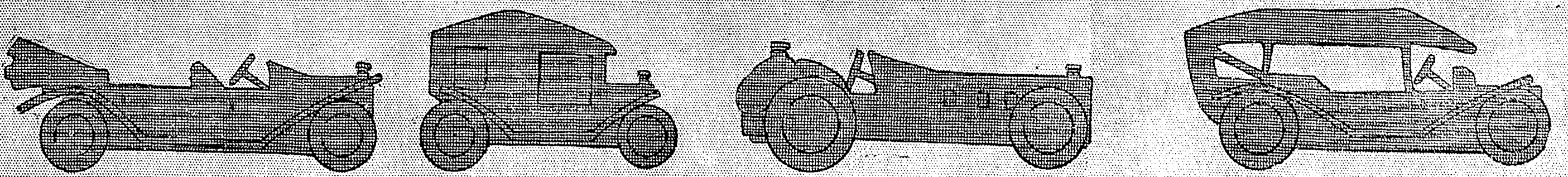
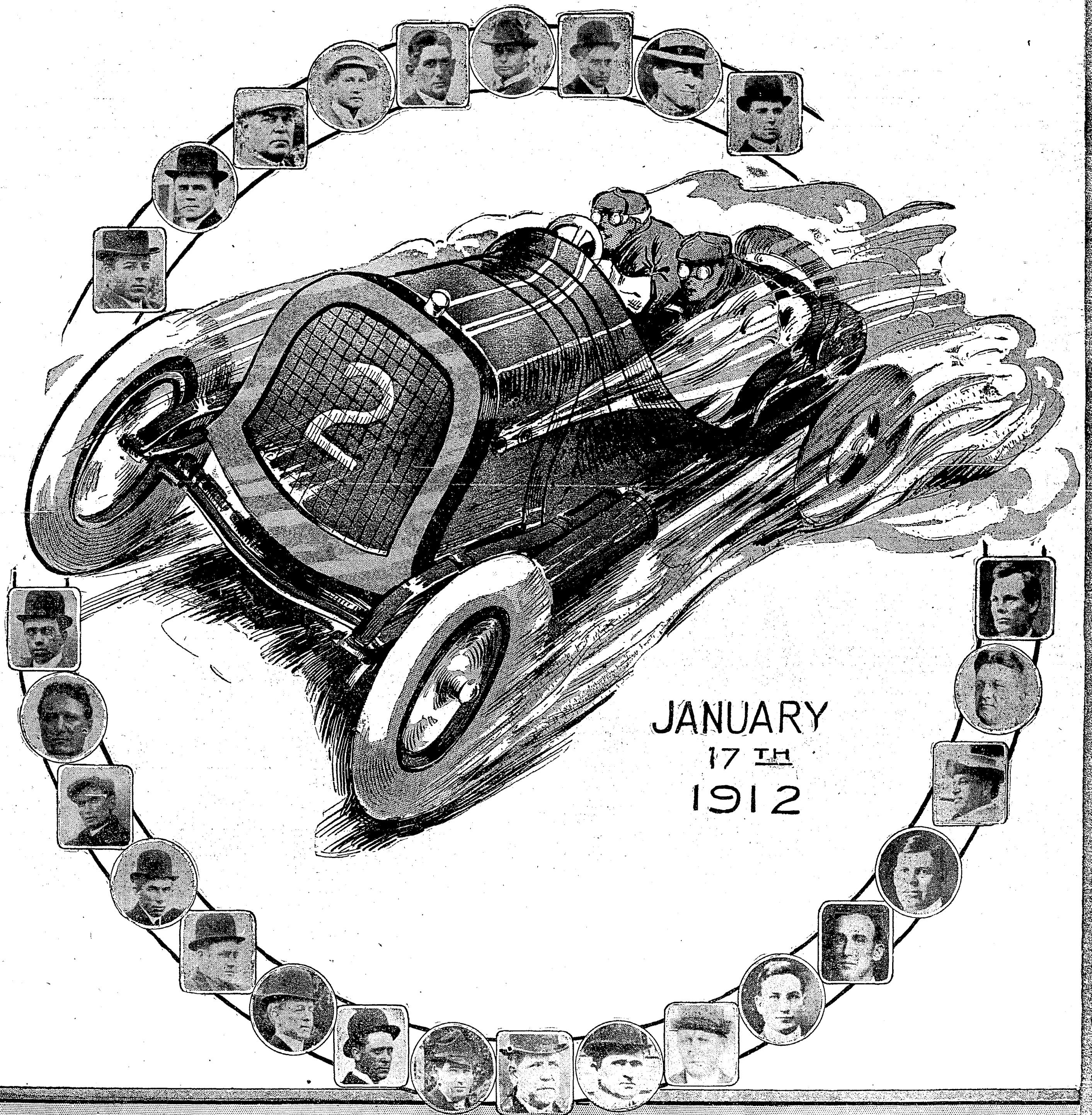
571-81 18th St., Oakland, Cal.

Phones—Oakland 2510, A2510.



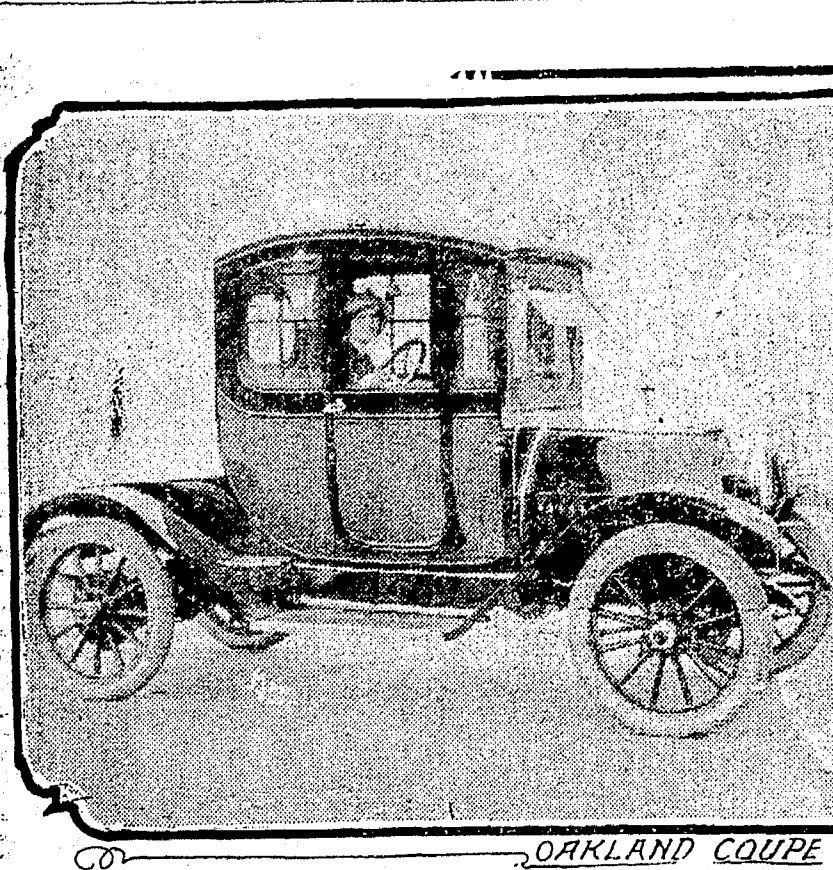
# Oakland Tribune.

# AUTO ANNUAL



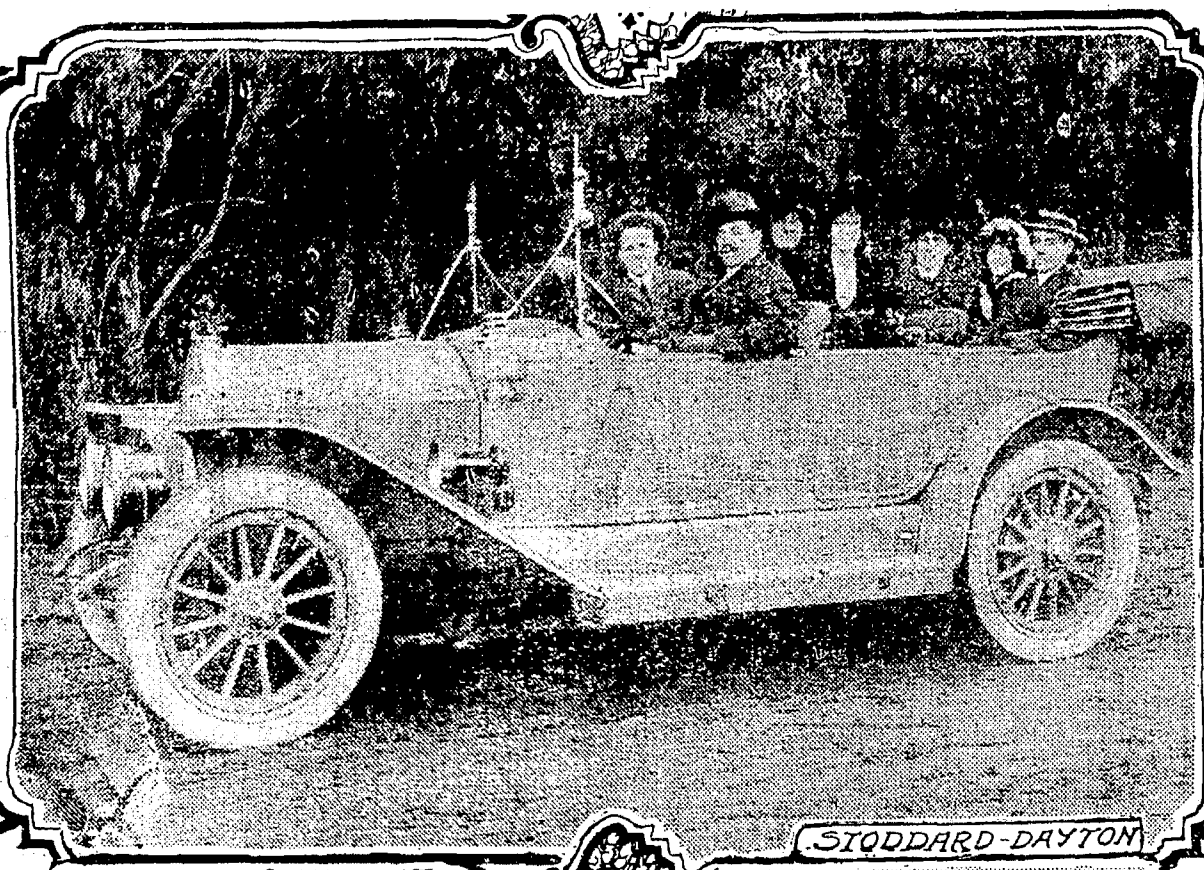


# Elwood Hayes Relates Reminiscences of Early Day Autoing in This County

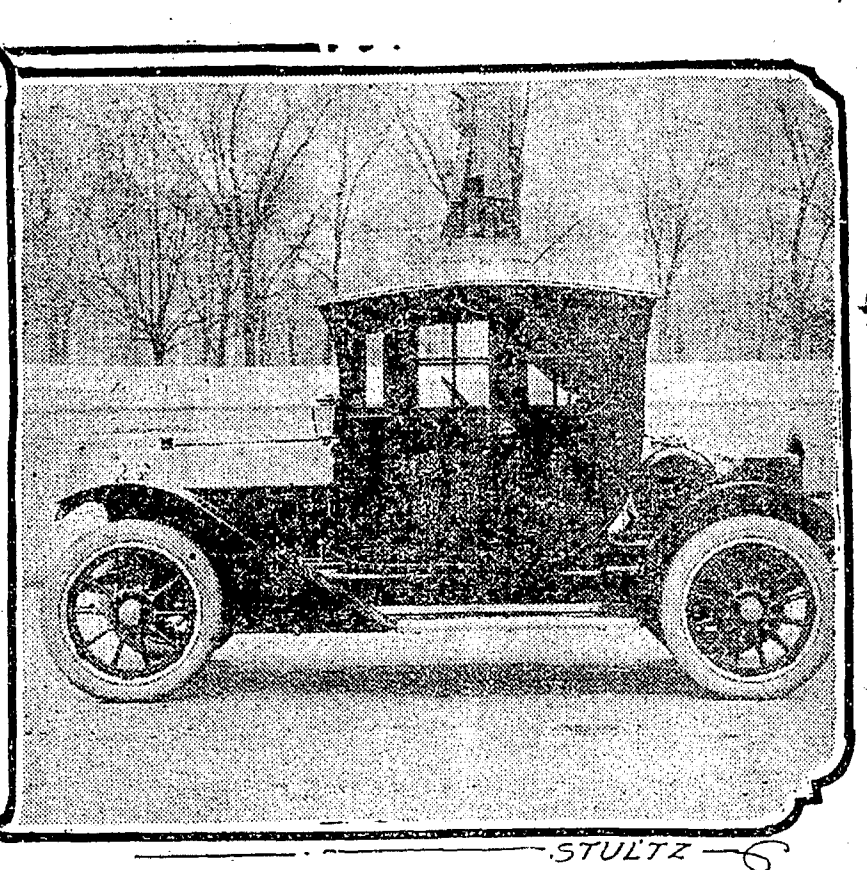


OAKLAND COUPE

The new Oakland Coupe, one of the present season's motor car attractions.



STODDARD-DAYTON



STUTZ

The Colonial Coupe, a new and striking member of the Stutz family of cars. The first of these models is now en route here.

## Writes of Times When Chug Wagons Were Curiosities

Tells How People Crowded Around the Machines With Eyes Popping Out and Mouths Wide Agape

(By ELWOOD HAYNES.)

It would hardly seem that the automobile has been in existence a sufficient length of time to admit a reminiscence; it seems rather to be a creation of yesterday, and the result of the development, which has its beginning nearly two decades ago.

I will be pardoned if I write to some extent of my own experiences in these early days, since at that time the automobile was practically unknown in the United States, and was just in its infancy. When my first machine was taken out into the street on preliminary trial, people living in adjacent houses, men, women and children rushed out and surrounded the little machine leaving only an enclosed circle perhaps 20 feet in diameter, in which to start the machine. Under these circumstances, it was manifestly unsafe to make a trial, since not one of the persons intended to operate the machine had ever seen anything of the sort before, much less had they ever driven one. No attempt was therefore made to start the machine, but it was taken to the country behind a horse and carriage and after being driven a short distance on its own power further into the country, was turned about and headed toward the city.

At that time the bicycle was very popular as a pastime, especially among the young ladies. I remember as the little machine made its way along the streets, we were met by a "bevy" of girls mounted on wheels. I shall never forget the expression on their faces as they wheeled aside separating like a flock of swans, and gazing wonder-eyed at the uncouth and utterly unexpected little machine. This was in 1894. A number of these young misses are married now and have children nearly grown. To these children there is nothing new about the automobile; but many of them are intensely interested in its rapid growth and in the pleasure which it has afforded to many of them.

### AN EIGHT-MILE TRIP.

Shortly after this, accompanied by a fellow passenger, I made a journey about eight miles into the country. On the way we were obliged to pass through some fresh gravel, which rendered our progress very slow. Just at this time, we were overtaken and passed by a gentleman and lady driving with horse and buggy. I suggested to the gentleman that it would be better for him to let us go ahead, as we would make better progress after we had gone through the fresh gravel. He preferred to proceed us, however, and as soon as we reached the smooth road again the young man who was with me opened the cut-out from the muffler, and the result was a succession of shouts and reports. Immediately the young man driving the horse ahead of us cracked his whip and urged his horse forward at full speed. The cut-out was then closed until we came within a short distance of the horse and carriage. When the operation was repeated again the whip was brought to bear, and the speed

of the horse increased, much to the amusement of the young man who was driving with me. As a matter of fact, we were only driving about eight miles per hour, but this was enough to make the horse ahead of us get uneasy and after three miles of intermittent speeding and slowing down, he turned into side road and let us pass.

On another occasion in driving the little machine I met an old gentleman seated on a load of crated tomatoes. He was so interested and watched us so closely that when his horse began to shy he dropped one of the lines and with the other pulled his team to one side and down a slight embankment, which caused the load to overturn. Luckily the old gentleman was uninjured. I settled with him there for the damaged tomatoes and took his receipt in full.

At that time there was some question in the minds of the public as to the right of the horseless-carriage on the highway. Lawyers were consulted regarding the matter, and, after looking up the law, they discovered that "the question had been broadly covered, not only by the lower court but by the supreme court as well, and that the decisions were of sufficient scope as to unquestionably include the automobile and give it a full and unrestricted right on the highway."

### NO THOROUGHFARE SIGN.

I remember very well when the little machine was unloaded for the "Times-Herald" contest in 1895 at Englewood, suburb of Chicago. A fellow passenger and myself were riding down Michigan avenue intending to drive to the central portion of the city. We had scarcely proceeded more than six or eight blocks when we were accosted by a policeman who ordered us to leave the boulevard at once as nothing like horseless driven carriages were permitted on this thoroughfare. I remonstrated with him and asked him what harm the machine could do to the boulevard, since it was equipped with rubber tires and made but little noise. He simply replied that it was "Orders, sir," so I could do nothing but obey.

Contrast that state of affairs with the constant stream of automobile traffic over Michigan avenue today, and you will be able to realize what vast changes have taken place since then, not only in mode of locomotion but in public sentiment as well.

In 1899, accompanied by a friend from Kokomo, I made a trip about one thousand miles in a horseless carriage to New York City. There were many amusing incidents connected with this trip. Almost every horse shied at the "new-fangled" vehicle and some of them even bolted from the road endangering the lives of the occupants of the vehicles. One instance which came nearly being serious, occurred on the way down the Hudson River. We met a party of "summer girls" who were evidently taking a vacation in the country. A sober, staid-looking old horse was attached to an open, spring wagon in which five or six girls were riding. About the time the horse came opposite the automobile,

he turned suddenly to one side and, doubling himself, proceeded to jump over the stone wall by the road side. It can well be imagined that there were screams and consternation on the part of the young ladies. Luckily, however, the horse considered himself safe when his feet were over the wall, and, before I could reach him to give assistance, he had clattered back into the road and proceeded on his way without doing any apparent harm.

On another occasion on the same trip, we were met by an Irish woman driving a load of vegetables to market. As soon as she came within hailing distance, she called for us to stop and motioned wildly with her hands. We, of course, stopped the machine and I went forward to lead the horse, but she remarked apologetically, "I would not of asked you to stop, sir, but the horse is blind, sir." It is needless to say I did not take pains to lead the horse by, but immediately informed the good woman that she was in no danger whatever, since a blind horse had never been known to take fright at a horseless carriage. She seemed much relieved when we passed, and her horse paid not the slightest attention to the machine.

### "HURRY UP" WAGON TO SHOW SOME SPEED

Transgressors of the law in Augusta, Georgia, will be brought to justice with greater rapidity in the future, owing to recent action by the city council in authorizing the addition of a motor police patrol to the Augusta police department. The new motor patrol is nearing completion at the Detroit plant of the Lozier Motor Company and will soon be turned over ready for service. The six-cylinder Lozier chassis is fitted with a closed body of the "Black Maria" type and will seat ten persons, exclusive of the driver.

Augusta authorities expect the new addition to the police department to supplant several of the old horse-drawn vehicles, with the ultimate end in view of entirely "motorizing" the patrol system of the city.

## COLE CAR ADOPTS THE LONG STROKE

Quiet Motor and Other Features Make It Popular With Hundreds.

Another American-made car, the Cole, manufactured by the Cole Motor Car Company of Indianapolis, Ind., has adopted the long stroke motor for their five-passenger convertible seven-passenger touring car. The first model equipped with the new self-starter and electric lighting just adopted by the Cole company will make its appearance at the Buffalo automobile show, December 30. The new car is to be called the Model DD, and will have a 44-inch bore and 5 1/2-inch stroke motor.

"The adoption comes," says Chief Cole Engineer Charles Crawford, "in accordance with foreign practice and success. But in making our selection of the length of the stroke we do not believe we have made a radical movement in relationship to size of bore and stroke. The excessive long stroke on some foreign cars has been caused by tax laws being governed by the bore of the motor. In this matter design and efficiency have been overlooked to get increased horse-power by stroke. The extreme long stroke foreign cars due to excellent highways, but in building an American car for American highways, the relationship of the bore to the stroke must necessarily be different."

**MOTOR IS NOISELESS.**

A number of improvements have been made on the motor of the new model. A special plain bearing to operate the fan is to be used that eliminates any possible chance of noise from this part of the motor. The fan is of the three-blade aeroplane type, giving maximum efficiency with minimum weight. The water pump is anchored to the crank case and the water in the cylinders instead of being taken from the center of the cylinders, is taken directly from the side of the valves, insuring better circulation around the valve parts. Hardened and ground spring shackled bolts, with bronze bushed spring eyes, are used. The gear shaft is placed on the inside of the fore-drum. Two extra seats upholstered in hand buffed leather with folding bottom are built for the new model. Brackets are provided to receive these extra seats in all Model DD's whether the seats are furnished or not.

**OTHER FEATURES.**

Another new and exclusive feature just adopted by the Cole consists of a three-way valve for the gasoline tank, operated from the top of the tank, and located under the left hand front cushion. This valve has a feature that eliminates the necessity of having the valve return to a fixed point after the auxiliary gasoline is used and the tank needs refilling. Assuming that the tank is filled with the valve set against the stop on one side of the index plate, the gasoline drops in the tank to the reserve level. This valve is then set to the stop on the opposite side of the index plate to allow the reserve to be used. When the tank is filled it is not necessary to move the valve back to the opposite side as either side acts as a reserve. With the valve set midway, between the two stops on the index plate, the gasoline supply is shut off from the carburetor, thus eliminating the usual necessity of having to reach under the car to shut off the gasoline supply.

The body is mounted on the 122-inch wheel base of the Cole chassis with 35x4-inch wheels of the Firestone demountable type. With the self-starter and electric lighting equipment, the car, it is now claimed, has made the necessary strides to place it in a conspicuous position in its class.

## ACCESSORY FIRM ENJOYS GOOD YEAR

Weinstock-Nichols Co. Business Shows Steady Growth.

Among the jobbers of motor car accessories none enjoy a larger volume of business than the Weinstock-Nichols Co. Branches are maintained in Los Angeles and Oakland, San Francisco being the headquarters of the company.

Charles R. Avis in charge of the local office for the past three years has built up a business here of no mean proportions and the indications are for a period of continued prosperity.

All the standard accessory lines are stocked and several specialties are featured.

## WOULD TAKE ARMY TO RUN THIS RACE

Grand Prix Is Compared With Automobile Power by Splittdorf.

Speaking of the late races at Savannah, and the large horse power of some of the big foreign cars, Charles F. Splittdorf, head of the house of Splittdorf, said:

"The average man is very apt to speak glibly of so many hundred horse power without any real appreciation of what it really means. Calculating that the strength of 12 men are equal to one horse power, it would require 120 men to produce as much energy as one of the big foreign racing cars at Savannah had, but they cannot keep it up, and if those men were to work on the two-hour shift plan for an eight-hour system it would require as many more and perhaps quadruple the number to keep the same amount of energy going for the number of miles that it took to run the entire distance of the Grand Prix race. So about the same number of men in the average American regiment in the United States army would about suffice to equal the horse power of some of our big racing cars for a couple of hours."

## E-M-F CAR SOLD IN EXACTLY 3 SECONDS

There is another candidate for the "quickest sale on record" competition. A man walked into the showroom of Vaughn Brothers, in Burlington, Ia. He met a salesman in form of an E. M. F. "30."

"I'll take that car," the man remarked, before the salesman had even had a chance to wish him good morning. As he spoke he tendered his check. Time, three seconds.

The car arrived in due order and to the surprise of the shop employees assigned to the repair, it was found that but little work was needed to put the power plant in shape. The body was, of course, in bad shape as the result of the plunge down the cliff and the fact that the entire car fell with the weight on the seat backs.

## HUGHIE JENNINGS SHOWS COURAGE

Thrice Faces Death, "Comes Back" Each Time With a Display of Grit.

When scrappy little Hughie Jennings came back from the dark shadow where he had lain for days unconscious as the result of a pitched ball from the arm of the mighty Rusie, it so happened that he had to face Rusie again in his very first game. His story records that Hughie got three hits and hugged the plate as closely as ever.

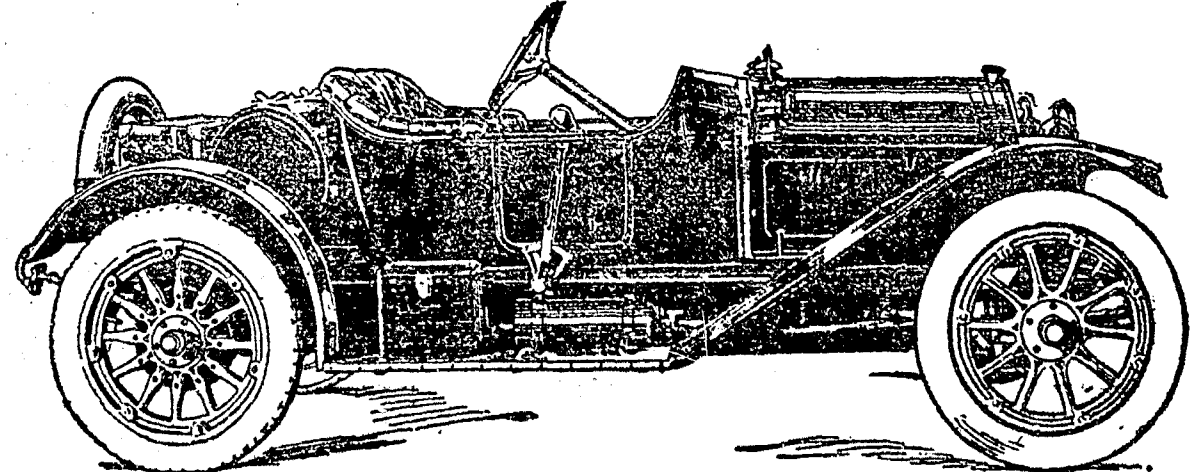
At Cornell, as soon as they had taken the bandages off his broken arms and cracked head, Hughie walked to the edge of the swimming pool—empty when he had dived to his awful injuries—and paused only to wet his toes, before throwing himself into its depths with all his old abandon.

Characteristically, therefore, is Hughie's "come-back" from the motoring accident which gave him his third close call, when, in pitch dark, the Tiger manager took the first half of an "S" turn in the mountains of Pennsylvania, but kept straight on thereafter, down a cliff and into the rocky bed of the stream below, his E-M-F "30" falling on top of him.

While the doctors were still in consultation, Hughie gave orders to the local Studebaker Corporation dealer in Scranton to fish the car out of the stream and send it back to the factory at Detroit, where it now is. As soon as he could dictate a letter, he wrote to a friend at the factory, exonerating the car from all responsibility for the accident and requesting that it be put in shape for his use as soon as possible.

The car arrived in due order and to the surprise of the shop employees assigned to the repair, it was found that but little work was needed to put the power plant in shape. The body was, of course, in bad shape as the result of the plunge down the cliff and the fact that the entire car fell with the weight on the seat backs.

## The Car That Made Good in a Day



HANDSOME—SNAPPY—RACY

68 1/4 miles per hour for 7 1/2 hours, including thirteen stops for tires and fuel, without a re-tire driver and without a single mechanical adjustment, is a marvelous performance. Every Stutz Roadster is built to do the same.

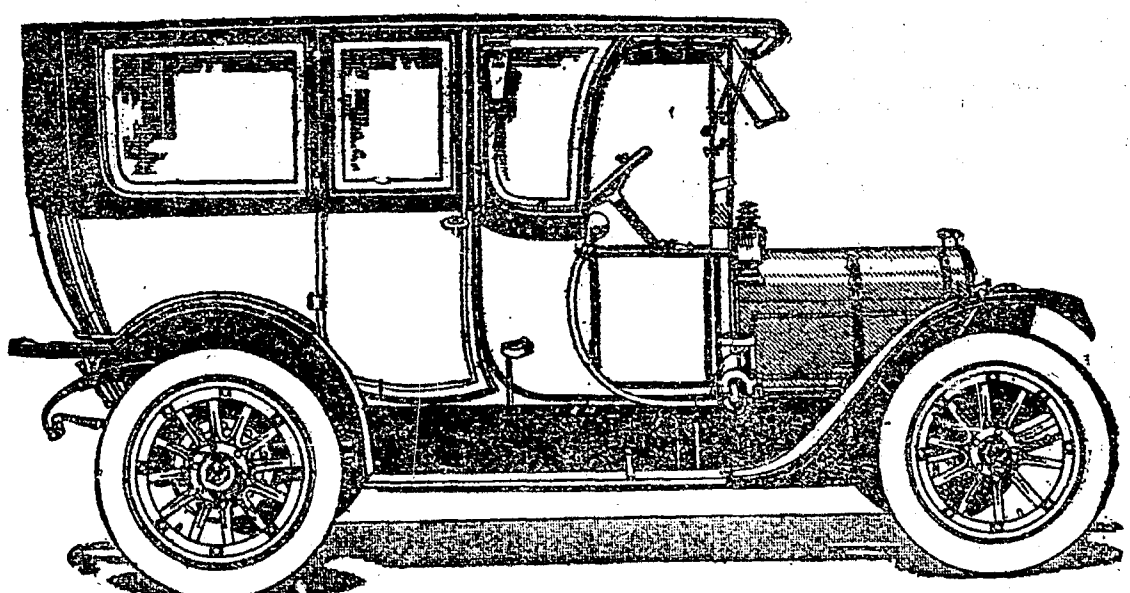
50 H.-P. T Head Motor 4 3/4 x 5 1/2 STUTZ--\$2000

120-inch Wheel Base, 34x4 1/2-inch Tires with Demountable Rims.

Mkt. 986 The C. & F. Motor Car Co. 436 Van Ness Ave San Francisco

## POPE-HARTFORD

Limousines on Exhibition



WITH its superb workmanship, harmonious decorative treatment and its luxurious provisions for the most exacting requirements of comfort and convenience, the Pope-Hartford Limousine represents the height of the coachmaker's art. A handsomer or more highly refined car for town service or fall touring could not be desired. The body is interchangeable with the touring car body.

Consolidated Motor Car Co.  
460 Van Ness Avenue, Cor. McAllister St.



# Prospective Purchaser of an Electric Automobile Asks Numerous Questions

## ANSWER IS AN ELECTRIC WILL STAND SEVEREST TEST

**Machines Have To, for They Are Built to Climb Hills and Average Up With Gasoline Cars**

(By W. D. VANCE.)

The popular belief that "there are no two persons alike," is no more axiomatic nor does it contain more truth than any other plain and deliberate misstatement of facts, and this is proven by the similarity, or in fact, the exact sameness of a certain formula of questions which the prospective purchaser of an electric automobile will ask the agent.

This similarity granted, it has occurred to the writer that nothing could be more appropriate or of more interest as a matter of general information than an article which would cover these questions and the answers, written from an unprejudiced standpoint.

The first and second questions are so closely inter-related that they may be coupled together. They are: "How far will it run on one battery charge?" and "How fast will it go?" The answer is simple. There are two possibilities in an electric car—high speed and long mileage. You may have your choice, but you cannot have both. It is a matter of record that the fastest mile ever made on wheels was made with an electric automobile. It is also a fact that an electric automobile has been driven, and it is quite possible to repeat the performance, over five hundred miles on one charge of the battery. But, after the first "stunt" was performed, the battery was removed from the racing car with a pick ax and shovel. It had literally eaten itself up. In the long distance run the speed of the car was two and one-half miles per hour. It is plain that neither of these propositions would be satisfactory for general utility purposes, but there is a happy medium between the two extremes, and it has been found and is incorporated into the makeup of every successful electric. In other words, any prospective buyer may rest assured, that any standard make of electric will run as far in a day as he would ever care to go, at a speed as great as would be consistent with safety. As a general proposition, any modern electric will give an average of 65 miles per charge up hill and down, while on strictly level ground they will better this figure by 25 per cent. It should be understood that these figures apply to lead battery equipment. Of the longer mileage characteristics of the Thomas

A. Edison nickel steel battery more will be said later.

### WILL THEY CLIMB?

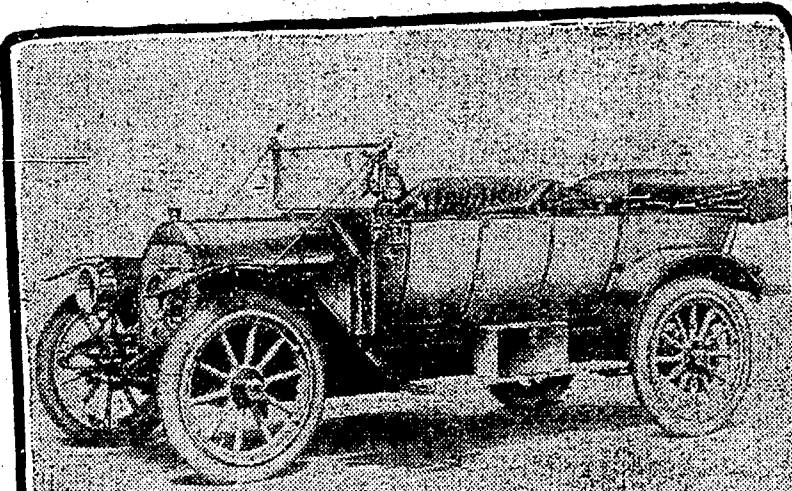
The next question invariably asked is: "Will they climb hills?" And this is best answered by that old standby, "Can a duck swim?" Of course they will climb hills. They can't help but climb, for just as sure as the electric current flows through the motor, just so surely will it revolve and with it the wheels of the car. Have you ever seen a large electric crane in a railroad shop come swinging down the building, stop, let down its big hook and pick up a 25-ton piece of steel or even an entire locomotive, and walk away to another part of the establishment with it as easily as a child would pick up a rag doll. The principle is exactly the same, and you, Mr. Purchaser can rest assured that it is quite possible for an electric automobile to climb the proverbial "telegraph pole."

Next we are invariably asked: "What is the horse-power?" and you can imagine the look of pained surprise which greets the answer, "Three horse-power." Looks small doesn't it? Just about enough to propel a baby carriage up the back stairs in comparison with the 40 horse-power gasoline car, which usually gasps and chugs and dies an ignominious death on some of our Piedmont or Berkeley hills. Sounds reasonable. But right here let me explain that there is a world of difference between "gasoline" and "electric" horse-power. A gas engine is rated to develop a certain horse power at its full speed. It will not develop this amount of power at a lower speed. Consequently, when you come to a hill and your engine begins to slow you begin to lose power just at the time when you are needing more power. And the slower you go the less power your engine develops. On the other hand, the electric motor will develop its rated power and from three to five hundred per cent overload power at any speed. In other words, the motor driving your electric car will develop any amount of power necessary to "get you there," regardless of how slowly it revolves. Thus instead of dying with you on a hill the motor gets right into the collar and gets you up. Slowly to be sure, but none the less surely.

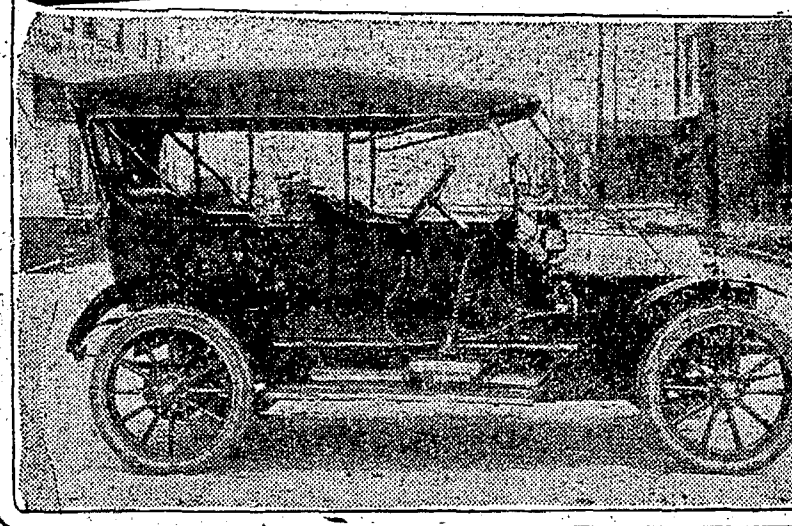
### WHAT DOES IT COST?

The next question is usually this:

The 1912 Velie, six-passenger model, the first of which will soon be seen here.



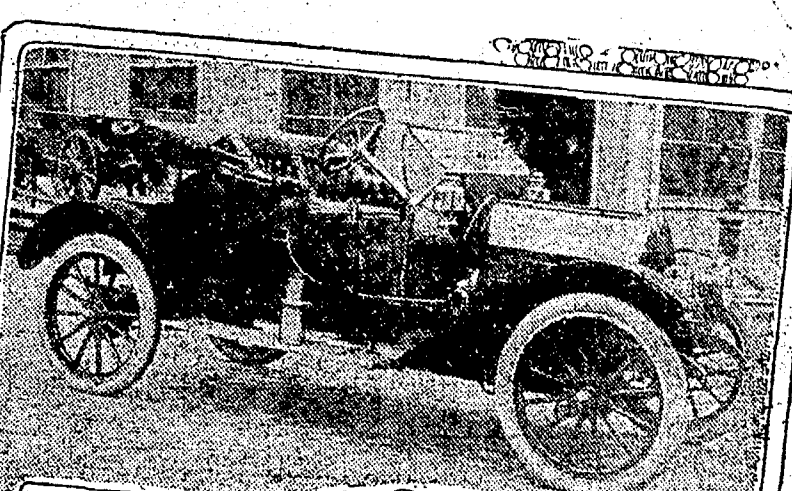
VELIE



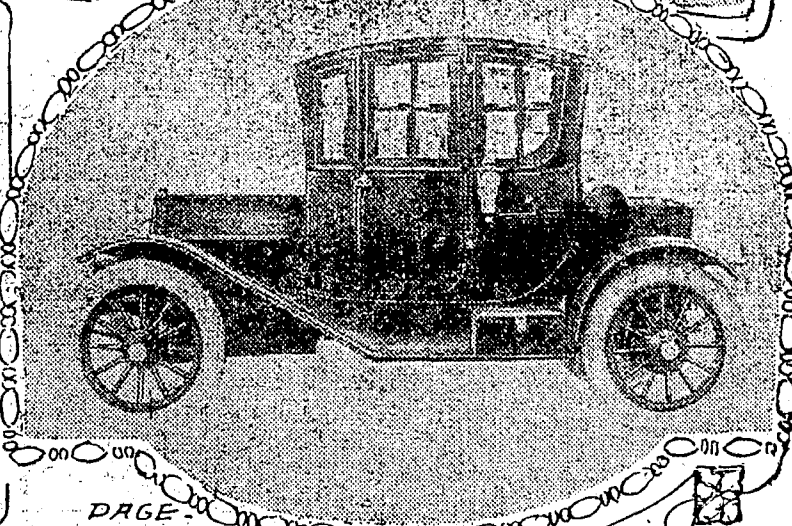
MOON

The Moon five-passenger Torpedo type of body, considered one of the most gracefully-designed cars made.

The Michigan Roadster, a new car in this vicinity. Kiel & Evans are agents.



MICHIGAN



PAGE-DETROIT

The Colonial Coupe, made by the Paige-Detroit Company and sold here by the Auto Sales Company.

## WHAT IS SOUGHT BY REMY ELECTRIC

Successful Results Can Only Be Accomplished by Adherence to Rules.

"Two or three years ago the theory of the automobile business seemed to be based on a desire to get the money rather than to get the business. There was not a proper regard to the details of selling management," said Harry W. Griffith, secretary-treasurer of the Remy Electric Company of Anderson, Ind., the other day.

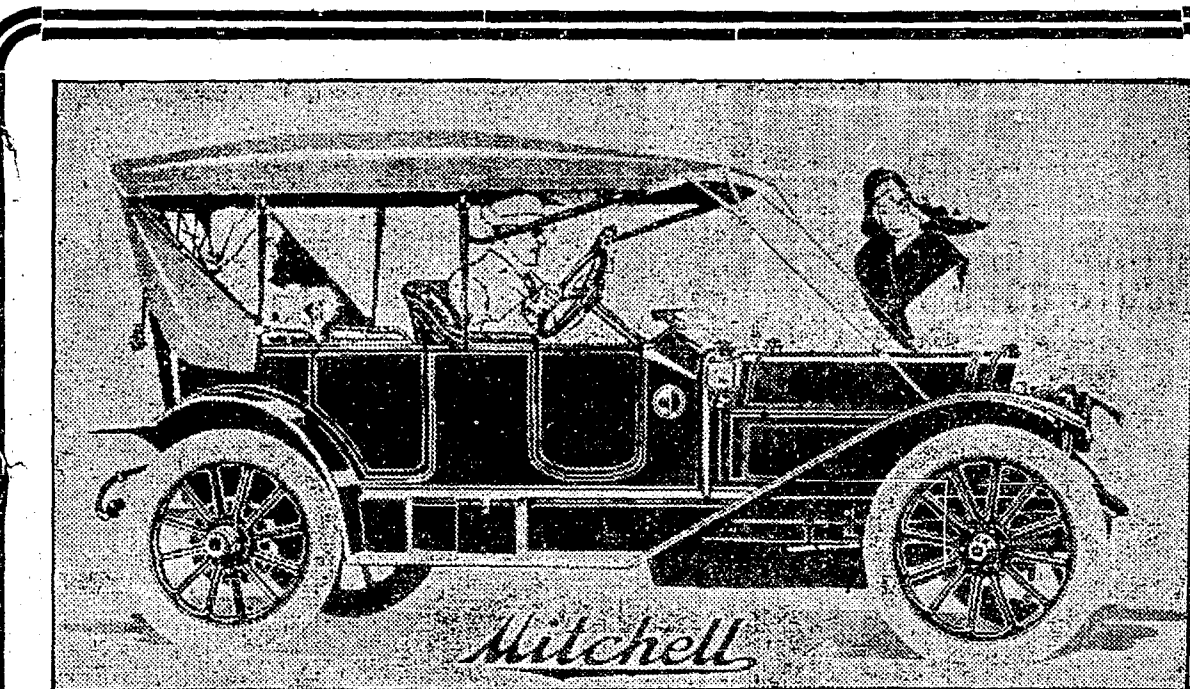
"System is getting to be the watch-word among automobile manufacturers and selling agencies," Mr. Griffith went on to say.

"At first business was good and the demand for cars was always greater than the supply. The dealers were, of course, getting cash for their products. They did not have to think about organizing a perfect selling agency. If a car could be made to look, rather than act, like one it could be sold. This was a good business condition only so long as the automobile was a fad rather than a practical commodity, and while the production and sale of automobiles was thought of as a 'game' and not as a dignified industry.

"When it was realized that the automobile and the motor-truck were valuable allies to commercial enterprise the manufacturers and sales organizations began to plan ways and means to meet the new conditions. The demand had increased, 'tis true, but with a different class of buyers. More business men were buying cars and this meant that the theory of selling had to be changed. A systematic selling organization had to be perfected."

"This condition not only applies to the manufacture and sale of finished cars, but to the production and sale of accessory parts as well. Take the Remy magneto, for example. We are developing our policy along the incontrovertible theory that successful results can be accomplished only by strict adherence to the established principle that intelligent supply is just as important as demand.

"It is truly a matter of a desire to deserve the business rather than simply to get the money."



Mitchell

## Mitchell Baby Six

### The Logical Compromise

The Baby Six is the long-looked-for logical compromise between great and small passenger capacity, great and medium power, great and moderate cost. It is the one car that the bulk of the population has begged for for years.

Now that it is a reality, we want you to examine it exhaustively, then ask yourselves these direct questions: "What other car in the world offers so much for the money—what other car in the world offers so much for twice the money—what other car more nearly satisfies the PUBLIC POINT OF VIEW?"

The Baby Six has six cylinders, 48 horse-power, 125 inch wheel-base, drop frame, ventilated torpedo front, full floating type rear axle, three-quarter elliptic springs, selective type center control transmission, demountable rims, 36x4 tires.

THE PRICE IS \$1750.00 F. O. B. factory. AND REMEMBER that the price includes the equipment which is as follows: Top with cover, Splitdorf dual ignition system, five lamps, horn, generator, jack, complete set of tools and one extra demountable rim with holder. IS THERE ANY AUTOMOBILE PROPOSITION YOU KNOW OF THAT CAN BEGIN TO EQUAL THIS?

The tendency of the times is towards six cylinders, restricted passenger capacity and moderate cost. You want power, beauty and class without bulk. Six cylinders mean a continuous application of power and exceedingly economical gasoline consumption—more economical even than with four cylinder cars of the same horsepower. Analyze the features of this proposition and we think we will sell you a Baby Six.

There is another addition to the Mitchell Family which you may see fit to adopt if you can't afford the Baby Six. It is the MITCHELL GETABOUT at \$950, a charming two-passenger 30 horse-power affair which has more real beauty and roguish, dapper line than any two-passenger roadster in existence. It will please you whoever you are and it will dispose of a countless number of the small cars that now infest the road. It has standard equipment which is included in the list price. You mustn't miss it. You'll fall in love with it. We know it.

And don't forget the Mitchell Big Six, the 4-passenger 30, and 5-passenger thirty—Great cars, all of them

The car you ought to have at the price you ought to pay.

Silent as the foot of Time

## Osen & Hunter Auto Co.

12th and Jackson Sts., Oakland

What does it cost for electricity per mile to run an electric?" and to the correct answer to this question, the prospect usually responds with a look of incredulity that would do justice to a frugal housewife if you told her the price of pork had dropped to three cents per pound. The fact remains, however, that the cost of electric current for operating an electric which is charged in your own garage, is less than it costs you to run the electric lights in your house. About one cent per mile of running will cover it. This point is one on which more people have a fund of "mis-information" than on anything else pertaining to the whole proposition. The writer wishes particularly to impress on the mind of anyone considering the purchase of an electric car that the item of electric current for operating it is so small as to be practically of no consequence whatsoever. An inquiry to the local company from which you would purchase your power will verify this statement.

As a rule, we rarely ever get completely over the ground without being asked: "What about the new Edison battery?" These of us who are fortunate enough to have had a year or two of experience in the operation and handling of this battery are a unit in declaring that the Edison battery is the last word in battery equipment for any electric in the market. It stands positively alone from every standpoint: Simplicity, durability, capacity and freedom from trouble included. The whole proposition resolves itself to this, that if you are operating a car equipped with an Edison battery, you can run it day in and day out for years with so little trouble that you will forget you have a battery in the car. A strong statement to make and hard to believe especially by one who has had experience in operating machines with any other form of motive power, but on the truth of which is easily demonstrable and is backed by the guarantee of Thomas A. Edison himself.

Let it not be understood that the electric is not practical or serviceable when equipped with the ordinary lead battery. It is both. In fact, a great many people are buying electric cars equipped with lead battery, who have full information and knowledge of the many advantages and superiorities of the Edison. The reason for doing this is that they figure that by the time the lead battery is worn out the price of the Edison will have come down considerably, it being the common impression that it is priced way too high. This may or may not be so, but the fact remains that the Edison battery at its present high price is an investment, and not a running expense.

### ANSWERS UNPREJUDICIAL.

In brief, the foregoing are about the questions which we are asked by prospective buyers of electric automobiles, and then answers are given from an absolutely unprejudiced standpoint, and the writer is frank to say that they will apply to any standard make of electric car.

It is only fair to add that the electric as it is being manufactured today, is a highly perfected and efficient piece of

## BATTERY CAPACITY ERROR CORRECTED

R. H. Morris, Pioneer Official, Lends Light On Misunderstood Subject.

There is a common tendency, according to R. H. Morris of the Pioneer Auto Co., Flinders distributors, in connection with electric vehicles to presume that the car having the greatest number of cells will go the most miles and show the most speed on hills.

The battery of itself means nothing in determining what a car will do. The factors of vehicle weight and transmission efficiency must be considered with it. As an illustration—40 cells of battery with 4000 pounds to propel will do no more than 20 cells with only 2000 pounds. Multiply the ampere hour capacity of a battery by its voltage and you get its watt capacity. Divide that by the weight in pounds of the vehicle and you have the true factor for making a comparison between two vehicles to determine which will go the farthest and show the most power on hills. It is a case of the number of watts per pound rather than the number of cells per car.

To use the fewest possible cells necessary to handle the weight of the car is every manufacturer's aim because the battery is recognized as the chief source of trouble and expense. Obviously the less of it the better.

mechanism. No one can possibly make a mistake in buying right now. This statement I make for the benefit of the very large number of people who want an electric, have always wanted one and will have nothing else, but who are waiting for the proposition to be "perfected."

The time of perfection is here, right now, and while there is no question but what improvements will be made from time to time we must not lose sight of the fact that the "ultimate" in anything has never

yet arrived, and the man who is waiting for the "ultimate" in automobile construction either in gas or electric will go hoarse-headed to his grave leaving as his epitaph, the simple inscription: "Here lies the body of a man who lived, grew old and died waiting for tomorrow."




### THE Detroit ELECTRIC Shaft Drive Chainless

Detroit Roadster      Model 26—Brougham

## Deliveries on the Famous 1912 Detroit Electric Pleasure Cars are now Being Made

Our Allotment for this Territory is Limited and Deliveries will be Made in the Regular Order that Specifications are Received

THE SUCCESS OF THE DETROIT ELECTRIC IS NOT DUE ALONE TO ITS BEAUTIFUL LINES, GENEROUS DIMENSIONS, RARE UPHOLSTERY AND COMPLETE APPOINTMENTS, BUT MORE TO THE MASTERLY USE OF EXCLUSIVE MECHANICAL PRINCIPLES THAT MAKE FOR SILENCE, SIMPLICITY, CLEANLINESS, STRENGTH AND SAFETY.

THE FOLLOWING FEATURES OF THE DETROIT ELECTRIC ARE WORTHY OF YOUR MOST CAREFUL CONSIDERATION:

**DIRECT SHAFT DRIVE, "CHAINLESS"** (patented). This means no only the absence of side chains, but no chains or gear reductions concealed at the motor beneath the car. The power is transmitted without waste to the driving wheels.

**LOW HUNG BODIES.** All of the ten beautiful 1912 models have drop frames, permitting low hung bodies. Low center of gravity, easy entrance, graceful appearance.

**ALUMINUM BODY PANELS.** With aluminum body panels there is nothing to check or crack; that means long life and continued beauty of finish regardless of climatic conditions. Hoods also of aluminum are piano hinged (hinged entire width) to bodies. Fenders of the same material are fully skirted, protecting bodies from dirt.

**DIVIDED FRONT WINDOW** opens from a fraction of an inch to the full size of the frame. Instantly adjustable with four or five persons in the car. Cannot jar loose or drop when opened. Allows clear view of road in rain or snowstorm.

**EXTRA WIDE DOORS, OPENING FORWARD.** No danger of accident if doors cannot open while car is running. The door latch is within easy reach of the driver.

**UPHOLSTERY.** In all models the upholstery is soft and luxurious. The seat cushions are exceptionally thick and are made to retain their comfort and beauty even after years of service. Padded and hanging arm-rests and door pockets contribute to convenience and comfort.

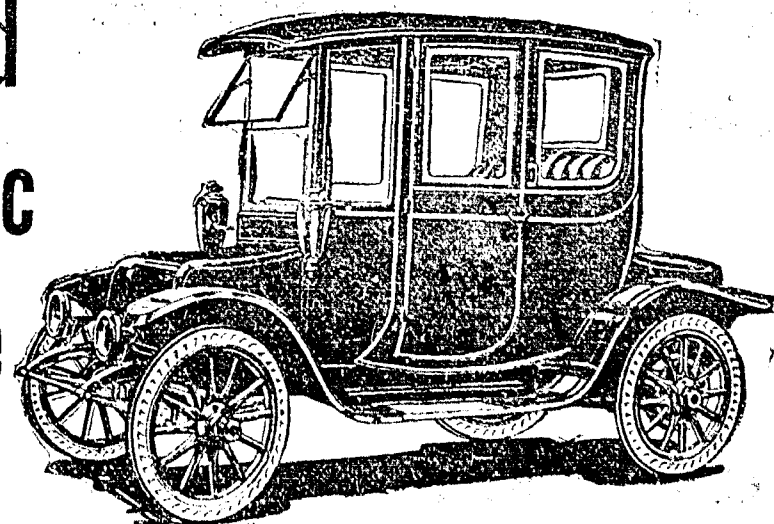
**BRAKES AND SPEED CONTROLLER.** The braking and control system is unique. Two powerful brakes act on each rear wheel, making a total of 263.9 square inches of braking surface. Their action is so simple, so positive, a complete sense of mastery is felt by the most timid. When brakes are set the power is automatically shut off. Brakes can be operated by the horizontal speed control lever, by the foot pedals, or both. The horizontal speed control lever allows full seat room and, unlike the side lever type, avoids the possibility of entangled garments.

**EDISON BATTERY.** Thomas A. Edison has given the Anderson Electric Car Company the exclusive right to install his famous battery. This is an unqualified endorsement of Detroit Electric construction. The Edison battery in a Detroit Electric saves 325 pounds in weight over the lead battery and still gives much greater permanent capacity. The Edison battery is practically indestructible—it is a lasting investment, not a running expense.

**ADDITIONAL FEATURES FOR 1912 ARE**  
 Long flexible springs, marvels of resiliency, which smooth over any unevenness of the road.  
 Ball bearing steering knuckles, which insure easy steering.  
 Full floating rear axle having decided mechanical advantages.  
 Accessibility to all battery cells.  
 Nickel-steel drop forged front axle.

NOWHERE IN THE WORLD CAN YOU OBTAIN SO MUCH LUXURY AND UTILITY COMBINED AS IN A DETROIT ELECTRIC. TIRES—SPECIAL ELECTRIC PNEUMATIC OR CUSHION. BATTERIES—EDISON, NICKEL OR STEEL; DETROIT, IRONCLAD, EXIDE, EDISON AND IRONCLAD AT ADDITIONAL COST. DEMONSTRATION BY APPOINTMENT.

United Electric Vehicle Co.



Model 25—Colonial

1760-62-64

TELEGRAPH AVE.

OAKLAND

Phones: Piedmont 152 A-1454







# GOOD ROADS MEETING PLANNED

American Automobile Association Will Aid Federal Government.

Attendance Will Be Representative of All Sections of Country.

Interest in the approaching Federal Aid Good Roads convention, to be held in Washington by the American Automobile Association, has proven to be much more widespread and enthusiastic than had been anticipated. The indications now are for an attendance that will represent every section and nearly every state, and include large delegations of farmers, business men, motorists, and other classes to whom the question of road improvement is a vital one.

That many of the state governments are ready for the consideration of the Federal aid plan is indicated by the action of a number of governors in appointing delegations to represent their states at the convention. Among those who have already named delegates are Governors Shafroth of Colorado, McGovern of Wisconsin, Man of Virginia, Deneen of Illinois, Blaise of South Carolina, Allen of Montana, and others. Others who have promised to name delegates are Governors Mills of New Mexico, Osborn of Michigan, and Harmon of Ohio. Most of the other governors are expected also to name delegates.

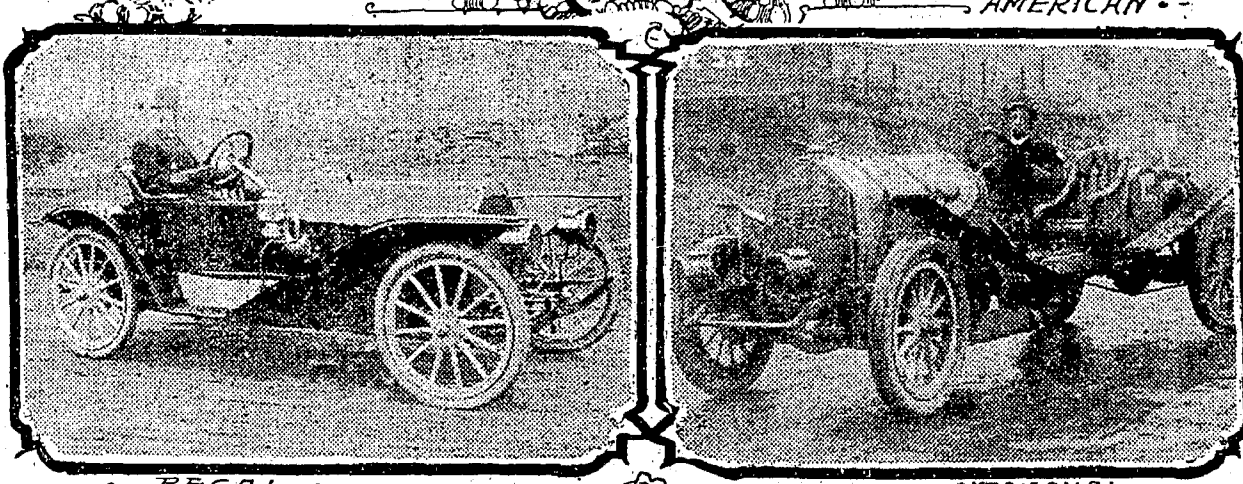
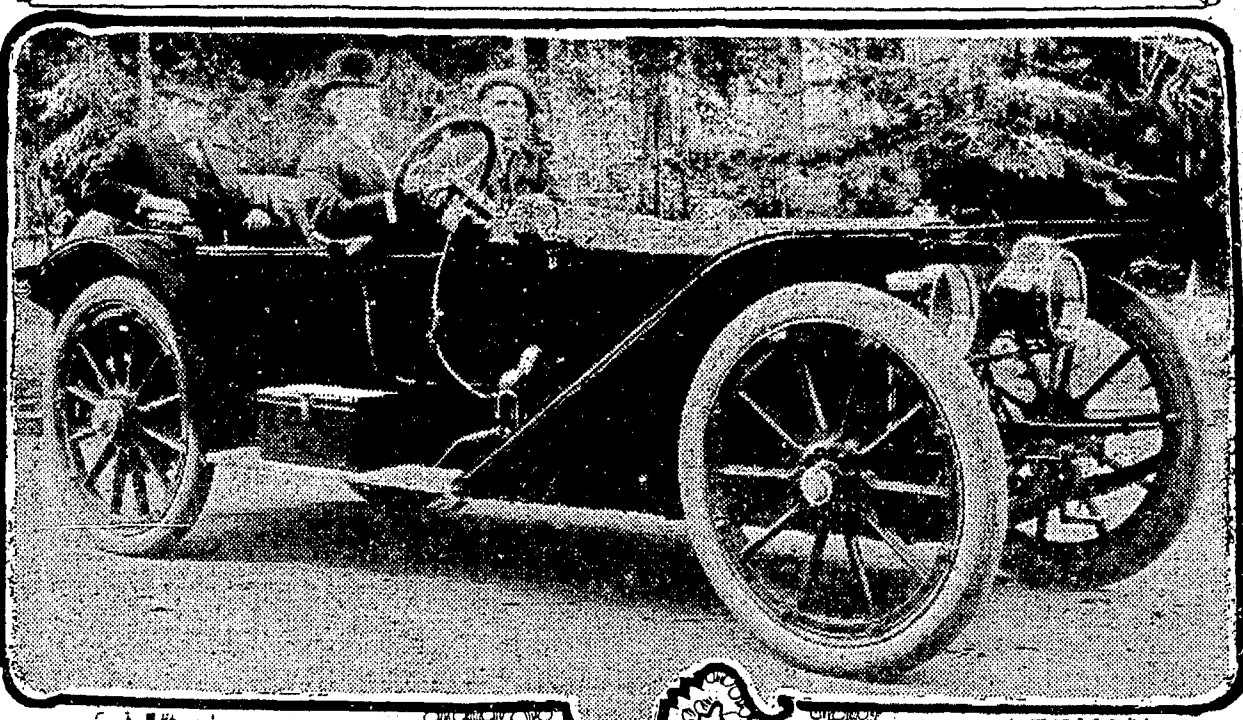
**GRATIFYING RESPONSE.**  
The response of the business organizations of the country has also been gratifying. Among the associations of this kind that have promised to send delegates are Birmingham, Ala., Board of Trade, the Greensboro, N. C., Chamber of Commerce, the Danville, Ill., Industrial Club, the Nashville, Tenn., Board of Trade, the Toledo, O., Commercial Club, and other representative bodies of merchants and manufacturers.

A considerable percentage of state highway commissioners will be in attendance, as well as representatives of several national and state organizations of farmers. An addition to the list of speakers at the convention is the Hon. M. E. Springer of Oklahoma City. Mr. Springer will attend as delegate from the state of Oklahoma, and has prepared a paper on methods of financing road building which contains some interesting, new suggestions for combined Federal, state and county aid.

**POLL IS TAKEN.**  
As illustrating the interest felt in Congress on the subject of Federal aid and the extent to which members are favorable to the general aid, a poll was recently taken of the Ohio delegation, consisting of two senators and twenty-one representatives. Fifty per cent of the representatives were in favor of Federal aid. Senator Foraker declared unqualifiedly for such appropriations in preference to spending money for battleships, while Senator Burton was emphatically opposed to any suggestion of Federal aid. Of the twenty-one representatives, 14 per cent declined to state their position, and another 14 per cent, while approving the general proposition, added conditions to their approbation. The remaining 72 per cent, or fifteen out of the total of twenty-one Congressmen, declared unqualifiedly for Federal co-operation with the state in highway improvement. This poll is especially significant because Ohio is not only centrally located between the East and West, so that its sentiment may be considered fairly typical of that of the whole country, but its population is almost equally divided between city and country, while the balance between the two great political parties in the state, and in its Congressional delegation, is almost equal. While it is possible that among the entire membership of the Federal Congress, a majority in favor of Federal aid would not be found to be so overwhelmingly large, yet letters received at A. A. A. national headquarters show that considerably more than half of those heard from are favorable.

The first session of the convention will be held in the Hotel Raleigh, Washington, on the morning of Tuesday, January 16, with afternoon and

One of the late model American "30" Underslung four-passenger cars, a model which is popular in this vicinity.



W. P. Jones, Regal agents, in the Underslung "20" Roadster.

A famous old war horse, the National stock stripped car, brought to fame by Charlie Merz.

## UNDERSLUNG CARS HAVE STOOD TEST

Reports from Glasgow, Scotland, have just reached the Jones Auto Company, bearing out assertions that the underslung cars produced in the United States have undergone abroad the severest of tests and come through with flying colors. Official trials have lately been completed which concede to underslung cars the stamp of approval of all Scotland.

Near Patrick, a suburb of Glasgow, one of the leading British automobile magazines undertook to test the non-sliding properties of an underslung roadster exported from the United States by the Regal Motor Car Company. A circular run was laid out which took the car over some of the most winding and greasy byroads to be found in Scotland. The car was fitted with plain-tread tires on all four wheels and the roads over which the course lay was just recovering from heavy rains.

On emerging from the city of Glasgow, the roadster showed a remarkable turn of speed despite the regular highway was forsaken and the car turned off across country. The typical country highways proved ideal for tests, the bends were acute, and the hills more difficult. There was, however, no tendency to skid, although the roads were very bad especially where there had been much traffic. The test was most conclusive of the worth of the underslung construction and since this event there has been much favorable comment on this type of construction in the columns of many British automobile journals. It may indeed be said that in Scotland underslung cars have been accorded an enthusiastic reception.

The Canadian militia department liked the work of the motorcycle riders in the maneuvers last summer so well that the motorcycle corps has been made permanent.

Now is the time to plan for summer trips and tours, according to E. M. Estabrook, chairman of the F. A. M. membership committee. Meet once a week and the most pleasant outings for next summer can be arranged, he advises.

Evening sessions on the same day, and morning and afternoon sessions on the following day.

## SAYS BUGGIES TOO NEED LAMP LIGHTS

"While you're talking about automobile legislation, I heard an up-state Ford dealer make a pretty good remark the other day," said C. R. Allen, in the Ford show rooms yesterday.

"A man driving a horse and buggy reprimanded the Ford dealer for not having his tail lamp burning. By accident, it had gone out or else he had neglected to light it. But there was the other vehicle burning no lights at all, imperiling pedestrians and other vehicles far more than an automobile could. The driver of the horse just naturally took it for granted that motorists must observe every traffic regulation, while placing no responsibility on his own rig."

"Buggies and all horse-drawn vehicles should carry head and tail lights the same as automobiles do," was the sage remark from the up-state Ford dealer.

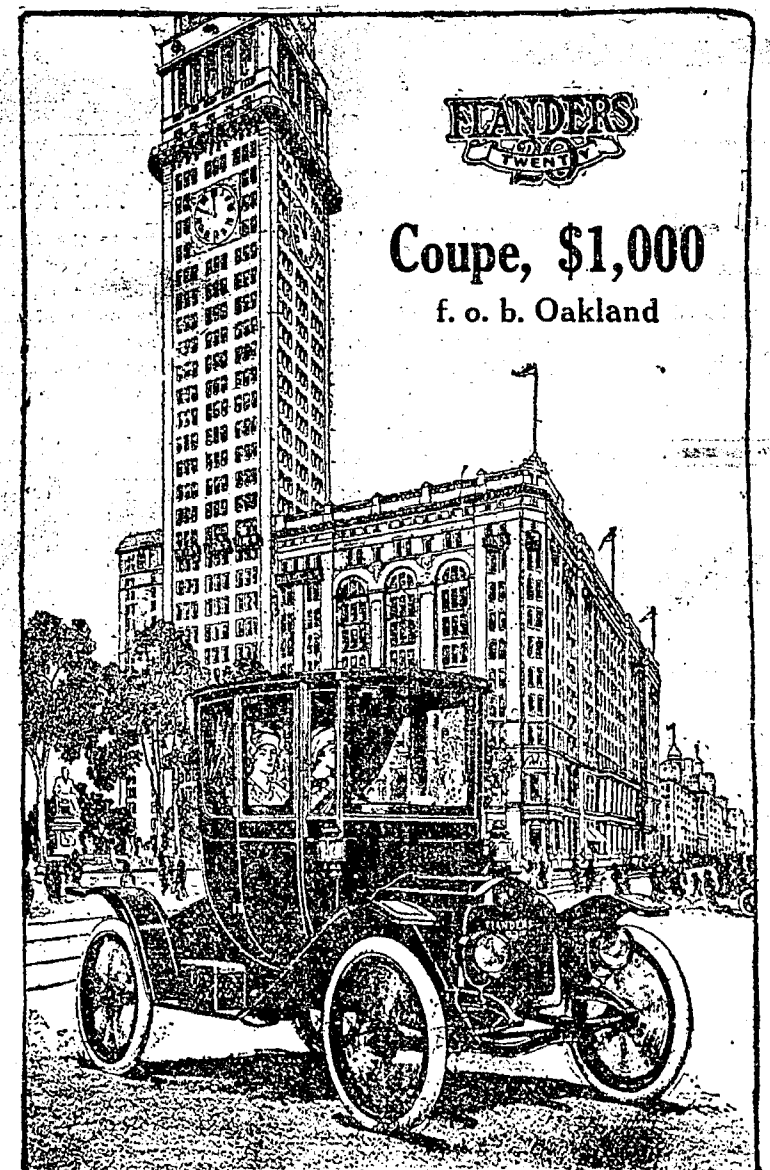
## FAMOUS RACER QUILTS THE GAME

Johnnie Aitken, famous National race pilot, has retired from the racing game, and has been married recently. He declares that never again for him, will the lure of the race track and speed lust cause him to run any more risks now that he is married. Aitken holds several records with the National car and will continue to live in the race atmosphere as he will be dean of the National teams next season.

He married Miss Bessie Ioor of Indianapolis. Howard Wilcox, also a famous driver of National cars, acted as best man at the ceremony.

"I got a mechanic for life now," said Aitken after the ceremony. The wedding was kept a secret until a short time before the ceremony. It was then too late for Aitken's many friends to carry out a plan of a honeymoon "a la motor car."

## Office Comfort on Wheels



Coupe, \$1,000  
f. o. b. Oakland

As an investment in health and comfort the FLANDERS "20" COUPE will pay big dividends to the busy physician on the rounds of his practice. Its roomy interior, adjustable plate glass windows, nicked hardware, leather upholstery and electric head, side, tail and interior lamps, make it a vehicle of which any owner may well be proud. From an economical standpoint it is the best car on the market, owners all over the country getting from twenty to twenty-two miles to the gallon of gasoline. Write for descriptive booklet. Demonstrations at your convenience.

SAN FRANCISCO:  
Fremont at  
Mission Street

**Studebaker**

12th and Jackson Sts., Oakland.

SACRAMENTO:  
Eleventh and L  
Streets  
STOCKTON:  
417-23 East  
Weber Avenue

## REVERE TIRE IS ADDED TO LINE

Gorham Revere Co. Will Market New Product on the Western Coast.

Harvey Carleton, manager of the Oakland branch of the Gorham Revere Rubber Co., announces the addition of a new tire to the line carried by his firm. It is to be known as the Revere and is made by the Revere Rubber Co., in their new automobile tire factory at Providence, Rhode Island.

The Revere tire, so its makers claim, is made strictly on scientific lines. Before shipment, the goods manufactured are thoroughly inspected and the possibility of a defective tire passing through the factory is reduced to a minimum.

In speaking of the Revere, Mr. Carleton offered the following interesting advice:

"The fabric used is the heaviest the market affords and we therefore use nothing but strictly long-staple Sea Island cotton. We are adding, this year, 15 per cent more tensile strength in our fabric per each tire which will increase the wear that much and add life-giving mileage qualities."

"The friction employed is all high-grade and it is impossible to separate the plies of fabric. The carcass of the tire is finished with a para cushion stock which distributes the wearing service equally and relieves the strain on the tire."

"Lastly, the tread which is the most important part of the tire for the reason that it comes in direct contact with the road surface, must be made especially tough and resilient to absorb all road shocks and equalize all inequalities of road surface. Therefore, our tread is made of a white, tough rubber with a view of better resisting cutting on extraordinary roads."

"There tires will absolutely reduce the tire up-keep of any machine and will give perfect wearing satisfaction."

"Our branches, namely Oakland, Seattle, Spokane, Tacoma, Portland and Los Angeles have arranged to carry a full stock covering all sizes of Revere tires and we assure our trade that we will give them prompt service at all times."

A. A. Van Sauter, of New York City, who has toured Switzerland, France, and other countries several times, is planning a motorcycle trip through these lands early in 1912.

## AMERICAN SCOUT FINDS ITS WAY TO MANY OWNERS

The American Underslung Scout has found its way into the hands of several local owners at this early date, its arrival on the coast being an event of but some three weeks. The American Motor Sales Co., in this city handle the Scout in addition to the "30" and "36" models and in the past several months have disposed of nearly thirty of them.

## SECURES HIS THIRD CHALMERS "40" CAR

The Pioneer Automobile Company reports the sale of another Chalmers "40" car to J. Charles Green, the advertising man. This is the third Chalmers machine purchased by Green in the last ninety days. The Pioneer people also report sale to Chapman de Wolfe, the security manager of the Northern Electric Baking Company, he having just taken delivery of a new model "36" self-starting Chalmers Car.

# Y-NICO OIL

THE PERFECT GAS ENGINE LUBRICANT

Y-Nico Oil is a pure paraffine base lubricant of exceptional merit. Its high flash point and low carbon content are insurance against excessive carbon deposits.

Y-NICO HAS THE RIGHT LUBRICATING BODY

## Weinstock-Nichols Co.

AUTOMOBILE ACCESSORIES

233 Twelfth St., Oakland

Distributors for G & J Tires, Timken Bearings, Gray and Davis, Lubricators, K-W Magneto and Coils, Lamps, Blue Ribbon Metal Polish, Witherbee, Batteries, Troy Wind Shields, Hartford Wind Shields.

WE ARE DISTRIBUTORS FOR

## Cushman Shock Absorbers

This device will greatly improve the riding quality of your car. It is new and distinctive. By use of the CUSHMAN you can be made to ride as easy as the most luxurious limousine.

# The Car You Will be Proud to Own

Here is the stylish, roomy Maxwell Mascotte—the first real family car for less than \$1000.

Maxwell Mascotte is the ideal "American Family Car"—the car that meets a great popular demand. The Maxwell Mascotte is the ideal car for the particular man of limited income who has long wanted an automobile of sufficient size—stylish appearance—and perfect efficiency—at a price under \$1000.

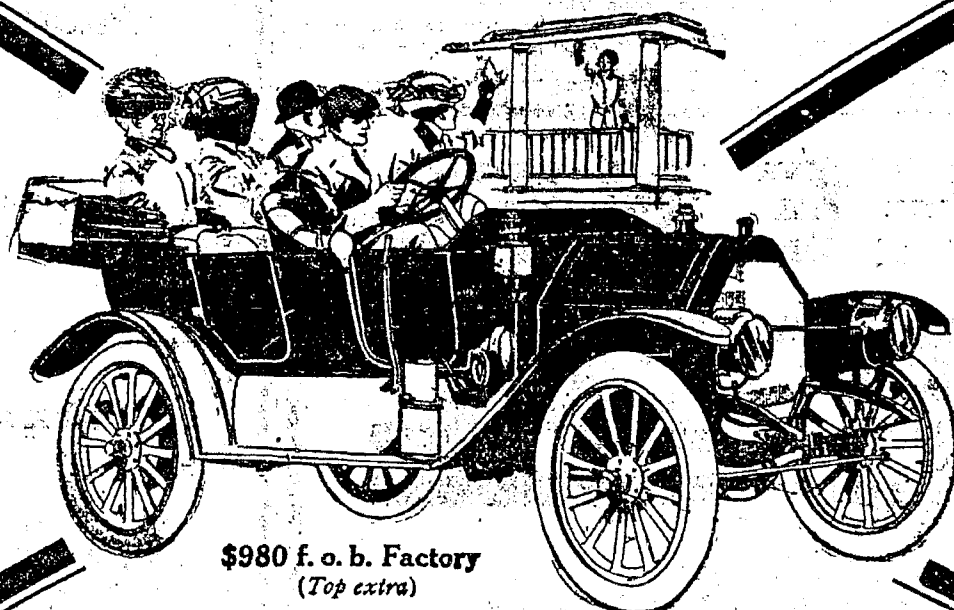
It has been close figuring, but great purchasing power, unequalled manufacturing facilities, and quantity production of the

U. S. Motor Co. make it possible. Compare the Maxwell with any other car selling within \$200 of its price. In every way it is a car you will be proud to own.

The same Maxwell Reliability, Durability and 100 per cent Efficiency that won such a complete victory in the Glidden Tour are embodied in this Maxwell.

The Mascotte model bristles with new features, all of which add to the comfort and satisfaction of the buyer.

## American Touring Champion



\$980 f. o. b. Factory  
(Top extra)

# Maxwell Mascotte \$980

No contest ever held in this country has furnished such a practical test of automobile efficiency—such a standard for comparison of automobile values—as has the recent Glidden Tour.

Throughout this 1454-mile journey through mud and sand, over swollen streams and storm-swept mountains, the Maxwell team was on time every day, and was the only one to finish with a perfect score. The Maxwell team made a clean sweep—won all the trophies—all the prize money in its class—established 100 per cent efficiency at all times.

Maxwell is the lowest priced car to ever win a Glidden Tour, yet it broke all Glid-

den records in the hardest Glidden Tour ever run—and defeated \$2000, \$3000, \$4000 and \$6000 cars.

The Glidden Tour furnished the most complete proof of the unequalled service a Maxwell car will give you, and shows how the Maxwell has earned the significant title "American Touring Champion."

We will gladly give you a demonstration of the Maxwell Mascotte at any time. We want you and your family to see the Mascotte—ride in it—realize its remarkable value. When you come, ask for "The Story of the Glidden Tour," "How to Judge an Automobile" and the Advance 1912 Catalog. If you cannot come today, write for these valuable booklets.



MAXWELL SALES AGENCY

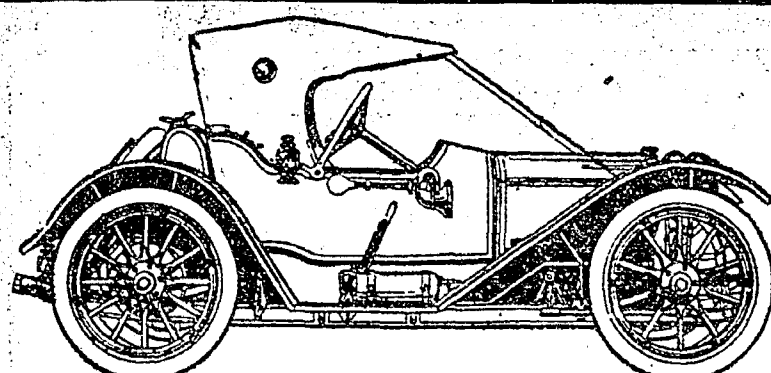
12TH AND MADISON STS., OAKLAND. Phone Oakland 1333

A. C. HULL, Manager



**Maxwell**

The Maxwell is guaranteed for one year free of all repairs and expense, excepting only oil, gasoline and tires. What more can you ask?



## American Underslung The Safest Car on Earth Never known to have turned over

"Why"

## Underslung Frame Low Center of Gravity

The best principles, materials and workmanship are used in the construction of "AMERICANS."

**SPECIFICATIONS FOR ALL MODELS**  
Straight line drive, full floating type rear axles, quick demountable rims, large tires, positive brakes, selective type transmission, Bosch magnetos. All models are of the same general appearance. The Flanders, dash, hood, radiator and fenders are the same in design, making a handsome straight line car of QUALITY, POWER and DURABILITY.

"The Car That Never Goes Out of Date."  
"SCOUT," 2-pas. 20 H. P., 34x4 1/2" \$1250.00  
TOURIST, 4-pas. 30 H. P., 44x5" \$2250.00  
ROADSTER, 2-pas. 30 H. P., 44x5" \$2250.00  
TRAVELER, 50 H. P., 44x5" \$4250.00

Prices F. O. B. Factory.

For further information:

American Motor Sales Agency  
287 TWELFTH STREET. Phone Oakland 1783



# MANY LIVES SAVED BY SPEED

Motorcycles Do Trick When  
Hot Pace Is Needed in  
Emergencies.

Thrilling Rescues Are Made  
by Men Who Ride Swift  
Machines.

The "man of the hour" is out of date now—succeeded by the "man of the minute"—the motorcyclist. The man on the motorcycle proved himself to be the "man of the minute" in hundreds of emergencies throughout the United States during 1911, saving time, saving money, and saving lives.

As a "life-saver" the motorcycle distinguished itself. Through the use of motorcycles policemen stopped runaway horses and saved helpless women and children; motorcycle riders made "hurry-up trips" to the scenes of accidents bringing "first aid"; physicians answered emergency calls on motorcycles; riders dashed across country with physicians' supplies that were needed in emergencies—and in many other ways the motorcycle co-operated to earn for its riders the honor of being "the men of the minute."

**SAVES TWO LIVES.**  
There was E. G. Johnson, motorcycle policeman at Oklahoma City, Okla., who followed and overtook a runaway horse in that city, stopping its progress finally and saving a woman and child who were helpless in the buggy. It required speed and no faltering to turn the trick. It required "a man of the minute." Johnson's motorcycle made him that kind of a man.

Another act of heroism was that of Policeman William McKenny, of the Milwaukee motorcycle squad, who sped down Thirty-fifth street in that city, dashed in front of a team of runaway horses and stopped them, saving the life of the driver who was helplessly being dragged by the frightened animals.

**MESSANGER FOR DOCTOR.**  
Several thousand units of anti-toxin were needed to save the life of the 6-year-old son of Jerry Shea, living in the country several miles from Marshalltown, Ia. Dr. M. F. Stultz, the family physician, had none when he was called to the house. He telephoned to a drug store at Marshalltown, and forty minutes afterward a motorcycleist handed him the anti-toxin. The boy's life was saved.

Little Frank Romain of Leavenworth, Kansas, and some of his playmates had built a fire over a hole in a vacant lot. The burning timbers dropped into the hole and in some unaccountable manner the little boy fell into the fiery pit. Only the prompt response and prompt action of a motorcycle policeman in taking the boy to a physician saved his life.

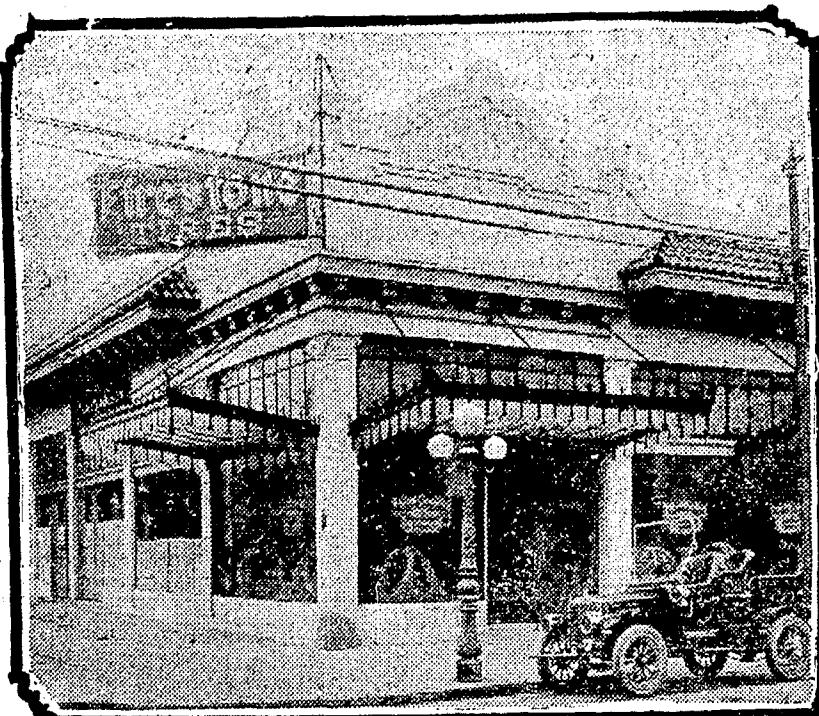
**LIVES ARE SAVED.**  
A Rochester, Ind., motorcycleist saved the life of a friend who was critically ill by making a fast motorcycle trip to Akron, O., to obtain a certain serum which physicians needed immediately.  
Just before the close of 1911 three men and a child in Hudson county, N. J., were riding in a sleigh when they lost control of the horse. For over a mile they were pursued by Motorcycle Officer Schroeder, who finally overtook and stopped the animal. "Men of the minute" these motorcycle men!

**SAVOY ROADSTER IS  
PLEASEING AUTOISTS**

The Savoy "28" Compartment Roadster, which is the small model of Stoddard-Dayton manufacture, is attracting considerable attention. Wilbur S. Knapp of San Francisco has just taken delivery of a blue car of this model and is highly pleased with it. Several of these cars are now to be seen on the streets of San Francisco and they are becoming very popular. The dust and water-tight compartments in the rear of the seat is only seen on the Stoddard-Dayton cars and has brought this model into favor for touring.

Holmes & Olson, Firestone Tire representatives, are housed in the magnificent and spacious quarters shown above.

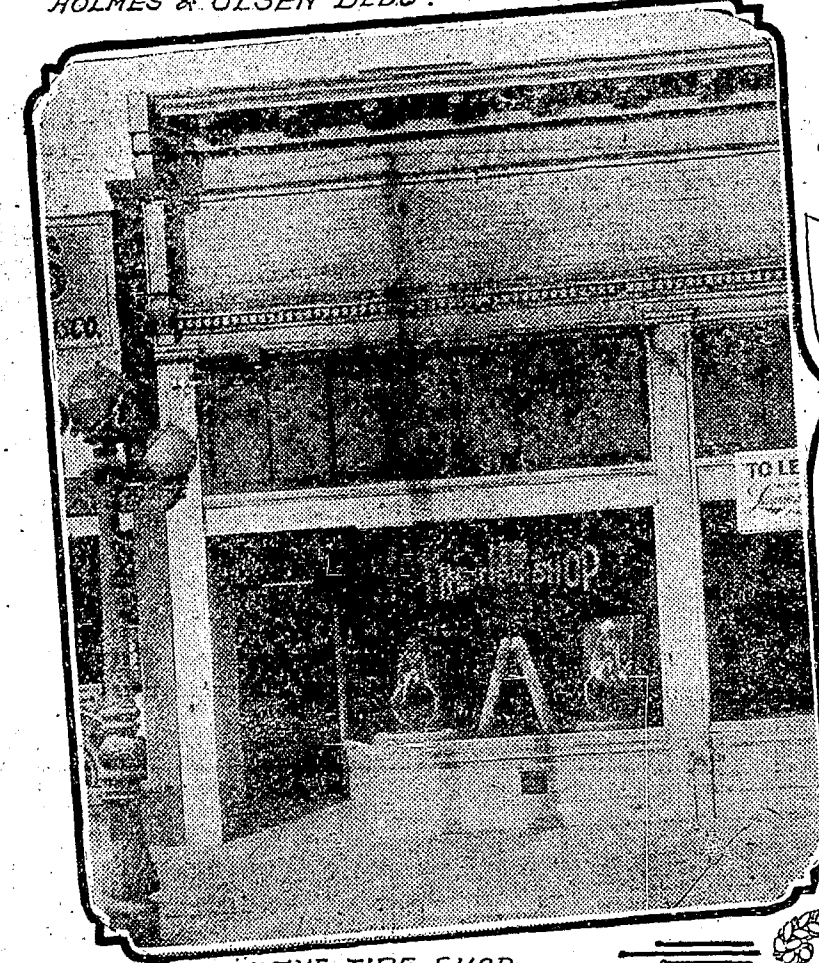
The local distributing branch of Gofham-Revere Rubber Company, Revere Tire agents. Harry M. Carleton, branch mgr.



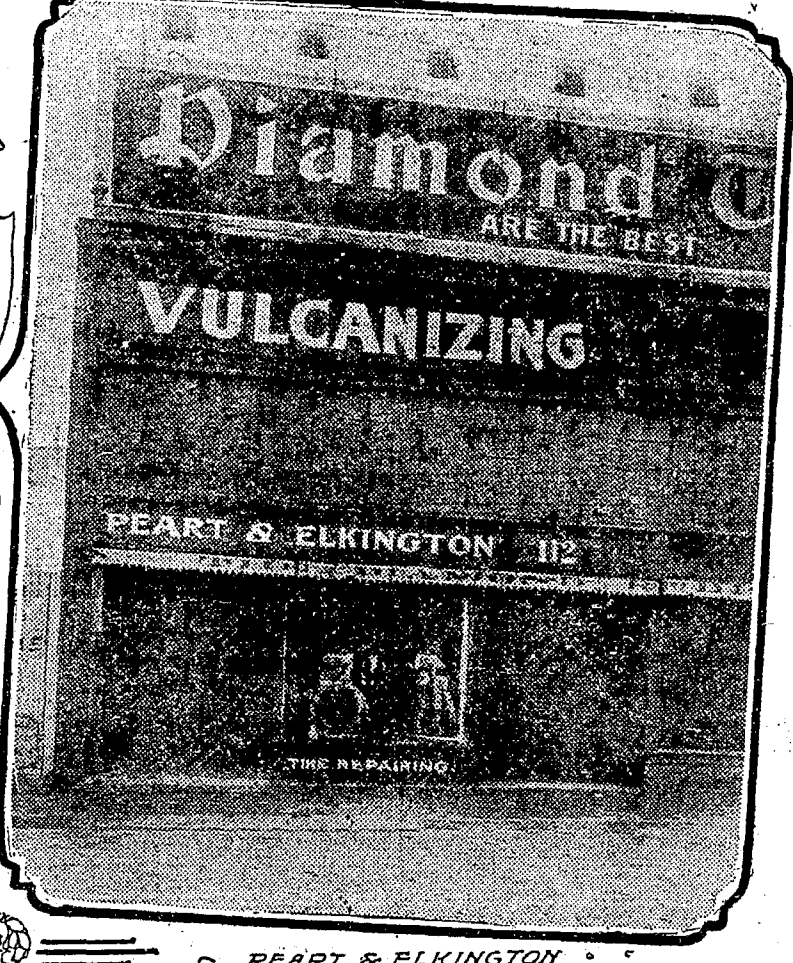
HOLMES & OLSEN BLDG.



GORHAM-REVERE RUBBER CO



The Tire Shop, selling agents here for the far-famed Kelly-Springfield Automobile and Truck Tires.



Oakland branch of Peart & Elkington, one of the largest tire repair firms in the west.

## NEW KRIT MODEL PUT ON MARKET

Graceful Roadster Comes From  
Factory of Detroit, Mich.,  
Company.

The Krit Motor Car Company has just got out a brand new model. The new member is a swaggy roadster. It is built on the Model K touring car chassis, and is just as rakish, graceful and powerful as the clever Krit designers could make it. It has that handy 106-inch wheel base, those tilted seats, lots of leg room, and the steering post is set at such a rake as to make the driver's position unusually comfortable. There is a combination tank carried on the rear which gives the car an exceedingly graceful and businesslike look. So far as known there will be nothing in Grand Central Palace show, of exactly this type, among the low-priced cars.

Krit dealers to whom advance specifications of this car were told, recognized its unusual value, and contracted for all the factory intends to make this year.

"We wanted to see just how nice a roadster we could make," said General Manager Lawrence Moore, of the Krit Motor Car Company, in discussing the new model. "I believe the public will

## MAINTAIN LARGE TIRE QUARTERS

Holmes & Olson, Firestone  
Agents, Rank as Leaders  
in This Line.

Occupying quarters which are not to be surpassed by any similar store in the country, Holmes and Olson, Firestone distributors, who for the past half year have been located at Twelfth and Jackson streets, are now recognized as being one of the largest retail distributing firms of automobile tires and accessories in the west.

Firestone tires have a following in the county which will listen to the use of no other make of tire, experience in actual service having proven the worth of the first named.

The repair and vulcanizing department is equipped with the best and most practical machinery for this kind of work. In charge of this department of the business are Carl Olson and W. M. Jurgewitz, two veterans in the tire game.

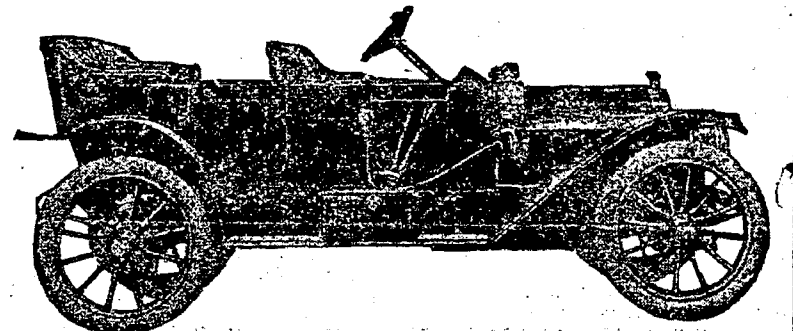
fully appreciate our effort in this latest design. The roadster is not intended as a sporty car, but it has a low, graceful tone. We are very proud of the new lines give it more or less of the racy

## Start the New Year Right

And Save From \$200  
to \$500 by Seeing---

# THE AUBURN

Before You Buy



Every student of motoring recognizes the value of the Auburn.  
Everyone who is not prejudiced recognizes its superiority.

**SEVEN DIFFERENT MODELS READY FOR  
IMMEDIATE DELIVERY**

Ranging in Price From \$1100 to \$3000.

Equipped with that powerful and silent-running Rutenber motor. Electric lights, full floating rear axle and nickel trimmings throughout.

## AUBURN MOTOR CAR CO.

207 TWELFTH ST. OAKLAND  
J. E. DORWARD, Manager

## RAMBLER PEOPLE HAVE INNOVATION

Are Now Using Demountable  
Wheels On Their Latest  
Automobiles.

Recent experiments on the part of American motor car manufacturers with the wire wheel as a substitute for the wooden wheel, now in use, has centered the attention of designers and motor car owners upon the experience of English and French makers with the demountable rim and the demountable wheel.

In England the demountable wheel has outstripped the demountable rim, while in France the demountable rim was a leader and still is; but for the coming season a few of the big French firms have announced that they will equip with the demountable wheel.

In America the demountable rim is most generally used this year and the Rambler is the only American car equipped with the demountable wheel. There are many arguments pro and con for both the demountable wheel and the demountable rim, but the big argument advanced in Europe, and generally accepted there, is the simplicity and positiveness with which the demountable wheel can be removed.

The demountable wheel used by the Rambler can be removed by loosening

six nuts and there is not much danger of a nut sticking.

The majority of foreign demountable wheels are of the wire type, but the wood wheel can be used with equal facility.

The use of wire wheels was pushed for years in some countries but it has not taken hold in America and the reason usually given is that its appearance is not as substantial, and Americans are very particular about the appearance of their car, demanding that in some cases, to the practical advantage of added efficiency.

It is perhaps only a question of a year or two when demountable wheels will be used on all cars, and it is quite possible that some few American manufacturers will adopt the wire wheel.

## CHANGE IS MADE IN LOZIER AGENCY

Announcement is made by the Lozier Motor Company of changes in the distributing agency of the Lozier in Seattle, Wash. T. A. Davies, who has represented the Lozier Motor Company for some time past, becomes the president of the newly organized concern. It is announced to have a capital of \$50,000.

C. C. Young, who has for the past 12 months been connected with the Pierce-Arrow Motor Car Company, becomes secretary and manager of Seattle's latest motor car agency.

Temporary quarters have been secured at 1421 Broadway in the heart of Seattle's automobile district. Negotiations have been made for a large section of property on Broadway and a new building will probably be erected within a short time.

## CHALMERS SELF- STARTER, SUCCESS

Railway Expert Pronounces It  
to Be Superior to  
All Others.

"I was recently demonstrating the Chalmers self-starter, which is a regular equipment on the new Chalmers 'Thirty-six,' to a railway expert," said C. A. Penfield of the Pioneer Automobile Company, the local representatives of the Chalmers Motor Company.

"This man had investigated a number of starting devices now on the market, but he picked the Chalmers self-starter as the superior of anything he had seen.

"Railway men all favor the compressed air starter. Compressed air is not an experiment in starting gasoline motors, and is the starting power generally used with the high-powered motors employed in railway operation.

"In the West nearly all branch railway lines employ high-powered gasoline engines for driving their cars. These motors are all too large to be started by cranking processes, and compressed air is the universal method of starting. The railway men have tried nearly everything else and all of them adhere to compressed air

and pronounce all other types of self-starters merely experiments.

"The Chalmers Company was the first to introduce the self-starter in a medium-priced car. Before offering this innovation to the public the Chalmers Company conducted exhaustive tests. Nearly every starting device on the market was tried, but none came up to the standard of the self-starter then in course of construction in the Chalmers shops.

"When the Chalmers starter was perfected it was tested out in over 10,000 miles of service on one car. It came fully up to the expectations of its designers, who immediately equipped two other cars and started them on the road. In these thousands of tests the Chalmers self-starter never failed to work. It is today admitted by experts to be the most efficient self-starting device on the market. It has been inspected by many of the leading engineers of the automobile industry, and all of them have marveled at its simplicity and efficiency."

## AUBURN CAR COMING TO THE FRONT

The Auburn is coming to the front in Northern California, and this country is not being overlooked by the representatives of the old time make of motor car. J. E. Dorward, manager of the company handling the line in this county, is enthusiastic over the outlook for the coming season and is satisfied that a banner season's business will be transacted.

The police department of Olympia, Wash., is preparing to put a motorcycle in service.

# KELLY SPRINGFIELD TIRES

**"The Best Money Can Buy"**

When purchasing your next tire demand a KELLY-SPRINGFIELD from your dealer. They are  
MADE TO MAKE GOOD by the oldest makers of carriage tires in America.

## Kelly Springfield Tire Co.

489 Golden Gate Avenue, San Francisco

ALAMEDA COUNTY DISTRIBUTORS. **THE TIRE SHOP** 172 Twelfth St., Oakland



# U. S. MOTOR CO. GIVEN PRIZE

Donor Compliments Perfect Team Score of Trio of Maxwell Cars.

Glidden Trophy Presented to President Briscoe of the Corporation.

At a luncheon at the Hotel Rector on January 3, Charles J. Glidden of Boston formally presented the Glidden trophy, emblematic of the national touring championship, to Benjamin Briscoe, president of the United States Motor Company, whose trio of Maxwell cars made the only perfect team score in the recent Glidden tour from New York to Jacksonville, Fla.

A. G. Batchelder, chairman of the executive committee of the American Automobile Association, presided at the luncheon. Among the eighty persons present were officials of the American Automobile Association, officers of the United States Motor Company, drivers of the winning cars and newspaper men of New York, Chicago, Philadelphia and Boston.

**DONOR INTRODUCED.**  
Batchelder told of the interest in the possession of the coveted trophy and introduced the donor. Mr. Glidden prefaced the formal presentation of the trophy with a brief description of his seven-year globe-trotting tour, during which he was inspired to offer the trophy. He said that the victory of the Maxwell team was certainly well deserved.

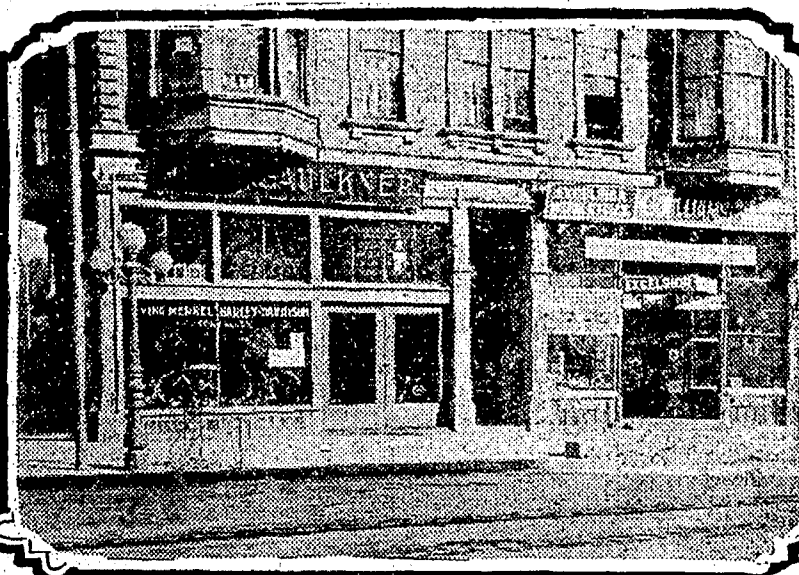
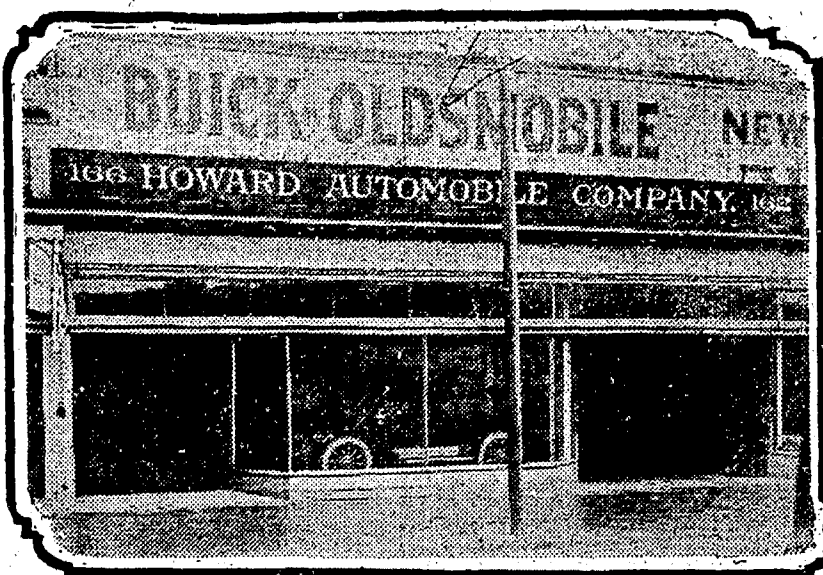
Glidden was a guest of the tour management on the trip to Jacksonville and he had an excellent opportunity to judge the work done by the sixty-six competing cars. He attributed the victory of the Maxwell cars quite as much to the designers, draftsmen and skilled workers of the Maxwell factories as to the excellent preparatory work and ability shown by those who handled the entry in the tour. The roads over which the contestants passed, he said, were so difficult that he would dislike to drive over them.

**EXTENDS COMPLIMENT.**  
In calling upon President Briscoe for a few remarks in acceptance of the trophy, Mr. Batchelder complimented the United States Motor Company for the clean sportsmanship displayed by its representatives in the contest. Mr. Briscoe replied, saying that the company had been determined to win a trophy. Starting in 1905, the Maxwell forces competed with a \$1400 car against cars of much higher price and emerged with a perfect score.

"That performance was encouraging," continued Mr. Briscoe, "and the company felt that it had reason to be proud. We have continued to strive for it ever since then and we have been consistent in our desire to show that an American car, designed for

The Buick line of cars are comfortably housed in spacious quarters right in the center of motor car row.

George A. Faulkner, Harley Davidson and Pope motorcycle distributor, and W. P. Williams, Excelsior agent, maintain friendly competition, each being located in adjoining stores.



HOWARD AUTO CO. G. A. FAULKNER WILLIAMS BLDG.

American road conditions—even though low in price—could negotiate a fair of the most strenuous nature and come out with honors.

**DEBT OF GRATITUDE.**  
"Mr. Glidden, we owe you a debt of gratitude and appreciation. We believe the automobile industry owes you a debt of gratitude. Moreover, the American public owes you a debt greater than we realize, because it was your imagination and good judgment composed a march that we automobile men have used as an inspiration to spur us on in making a car that will do what is expected of it."

"It has been because of your good judgment, because of the courage you had in your convictions, that you have done so much for the American automobile industry. I should say, the automobile industry of the world. Your imagination and good judgment composed a march that we automobile men have used as an inspiration to spur us on in making a car that will do what is expected of it."

The next appearance of the Glidden trophy will be in the Maxwell space in the Madison Square Garden automobile show, besides a duplicate of the cars that won it. Following the New York show the trophy will be exhibited in all the important shows in other cities.

## MOTORCYCLE NOTES

The Salina, Kansas, Motorcycle Club imposes a fine of fifty cents on its members whenever they forget themselves and use the muffler cut-out.

J. R. Caldwell, connected with the American embassy at Tokio, Japan, uses an American motorcycle, covering a wide expanse of territory in and around Tokio.

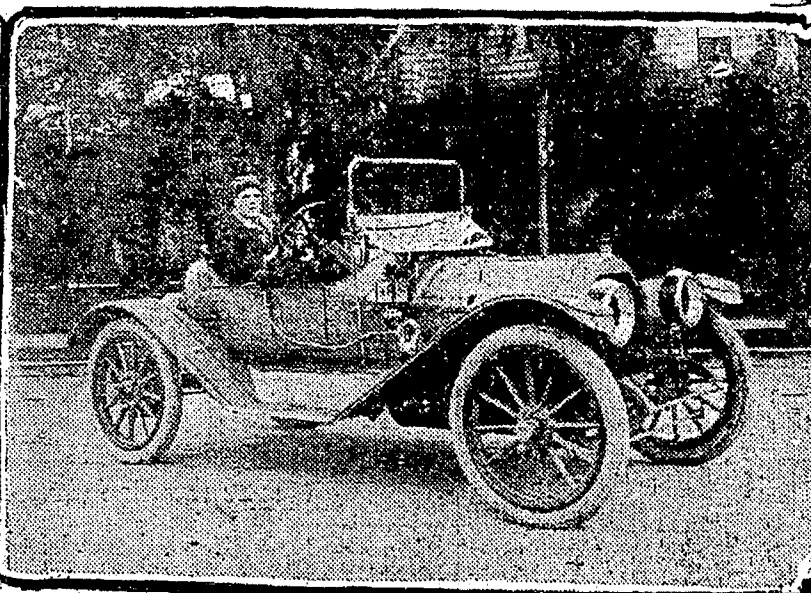
A motorcycle club has been formed at the Ohio State University, at Columbus, O. Sixteen students now comprise its membership.

The North Shore Motorcycle Club, of Chicago, will give an elaborate smoker during the motorcycle show next February. One thousand guests are expected.

The Madera, Cal., Motorcycle Club intends to build a one-mile circuit race track soon.



C. R. Allen at the wheel of his old love, the Ford, a car he has successfully represented for two years past.



The Auburn is rapidly forging to the front in this county. J. E. Dorward, its aggressive agent, is to be seen at the wheel.

## MOON AND MICHIGAN ARE WELL REPRESENTED HERE

Kiel and Evans, Distributors of These Popular Cars in California, Carry Complete Line

Kiel and Evans, one of the oldest of carriage and wagon concerns in California, are now among the largest of motor car dealers.

They are distributors in the State for Moon and Michigan cars, two lines which have already been firmly established in this vicinity.

For the coming season Moon cars have been refined in many respects,

improvements brought about which tend to bring them as near to a point of perfection as is possible for a motor car to be made, and in general a finished product brought about which classes the car second to none, regarded in any light one may so choose.

The lines on each of the models are most pleasing to the eye, the being true especially of the fore door

touring and the roadster models. The Moon is made by the Moon Motor Car Company of St. Louis, an off-spring of the Moon Buggy Company, who for years have turned out only the highest grade of buggies.

A complete line of cars and an immense stock of parts for distribution to various agencies in the West, the Hawaiian Islands and the Oriental countries will be housed by the Kiel and Evans Co.

The 1912 Michigan has been greatly refined and improved. Like the Moon, the Michigan is the product of an old-time buggy and carriage manufacturing factory. They have studied the motor car industry and have spent several years in thoroughly trying out the present models, the final result being an eradication of all weaknesses and a car which will easily meet the demand of even the most exacting motor car purchaser.

Within a short time a San Francisco agency is to be established for the care of the retail trade across the bay.

company produced altogether in the previous two and a half years of its existence. While, of course, this has been somewhat due to the great demand for 'sixes,' and to the fact that the company's product was winning a reputation it is very apparent that the country is now buying automobiles in greater quantity than ever before.

An enormous new, four-story factory building has just been finished at the Metzger plant, this being devoted exclusively to motor building, testing, inspecting, final assembly and storage of completed parts. With the new heat-treating plant, just erected, this addition will provide splendid facilities for all departments of the work. Though perhaps not generally known, the Everitt is manufactured complete in the one factory from start to finish, this, of course, requiring much more space than for a mere assembling plant. It is said to be President Everitt's intention to immediately lay the foundations of another large manufacturing building to be erected in the spring.

Every little hamlet wherein hangs the shingle "Garage," there, a good sized stock of "Kelly's" are to be obtained.

In Oakland, The Tire Shop act as distributors while a number of garages carry the line in stock.

A truck tire, of the block type, universally used was first produced by the Kelly Springfield factory. At the present time it is the equipment of at least eighty percent of the motor trucks made. Its advantages are numerous and its cost as compared with results obtained is but little.

## CARING FOR AUTO CUSTOMERS PAYS

Prominent Firm Asserts That Such Course Is the Only Correct Policy.

In the early days of the automobile industry many factories followed the policy of "Get the Money" for your product and let the buyer look out for himself. This led to the common belief that the first cost of the automobile was small in comparison to the expense of keeping it up. That day is past, and most of the reliable makers of high grade motor cars today maintain a department which takes care of the machines after they are turned over to the purchaser.

James A. Manning, who has charge of this department for the Knox Automobile Company of Springfield, Mass., says:

"Taking care of customers is now generally admitted to be the correct policy. A satisfied customer is the best advertisement and the direct cause of repeat orders. Many of the so-called duffers with automobiles are today insignificant, yet to the customer they are mountains."

"Our policy is to have every car looked at by one of our experts at least once a month. This expert makes whatever little adjustments are necessary and advises with the chauffeur and owner as to the proper care of the machine. In this way we not only take care of the machine but educate both chauffeur and customer, which alone brings the best of results."

"When we get a letter or a wire that a part is wanted or that a car needs attention, whether the call comes day or night, we take immediate steps to remedy the trouble."

"By keeping in close touch with our customers we find it is easy to keep everybody satisfied and the expense is comparatively small."

## 'KELLY' TIRES ARE COAST FAVORITES

Have Sprung Into Popular Favor During the Last Three Years.

Less than three years ago the name Kelly Springfield was virtually unknown. Today, the tire bearing that trade mark is one of the best known in the west. It has been a slow, hard and steady fight to gain recognition and the efforts of the Pacific Coast Manager C. W. Flint are worthy of merit.

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THE TWO GREATEST VALUES IN THE MOTOR CAR WORLD IN THEIR RESPECTIVE CLASSES.

## Self-Starting Warren "30"

First Car Selling Below \$1600 Equipped with Automatic Self-Starter

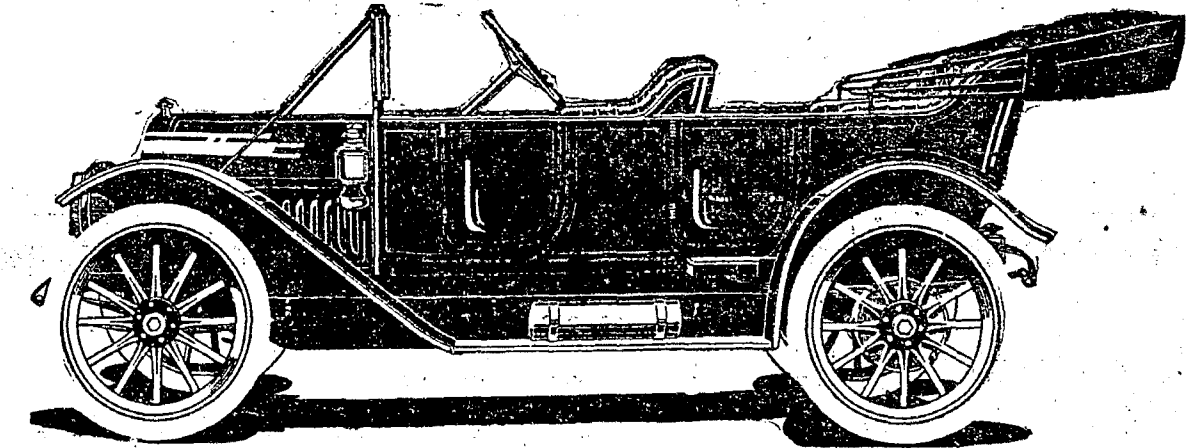
Roominess, power, smoothness of riding, are dominating characteristics in WARREN Touring Cars and Roadsters. The "12-30" touring model is illustrated below. Note carefully the long, unbroken, straight line beautiful body effect. Unholstering is deep and luxurious. Equipment is complete.

### WARREN LINE IS COMPLETE

The WARREN line fits every requirement and every model is designed to fill a certain niche in automobile affairs.

Warren "12-40" Touring Car .....	\$1700	Warren "12-35" Touring Car .....	\$1500
Warren "12-30" Torpedo (4-pass.) ..	\$1300	Warren "12-35" Roadster .....	\$1415
Warren "12-30" Touring (5 pass.) ..	\$1300	Warren "12-30" Pony, Tonneau .....	\$1250
Warren "12-30" Roadster .....	\$1175		

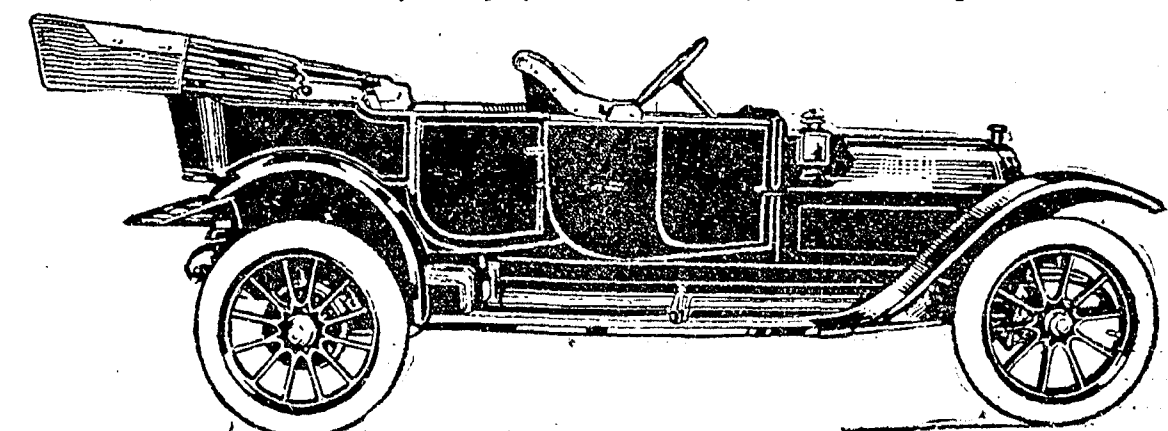
Prices F. O. B. Factory.



## Matheson "Silent Six"

("BUILT FOR THOSE WHO USE THE BEST")

It is a car of accomplishments. You know what to expect of it because of what it has accomplished repeatedly in every sort of public contest and in the private service of hundreds of discriminating owners everywhere. It is the result of fourteen years of successful experience in the development and exclusive manufacture of high-grade automobiles by a company which is financially one of the strongest in the business.



### MATHESON SALES CO.

Northern California Distributors Matheson and Warren Motor Cars.

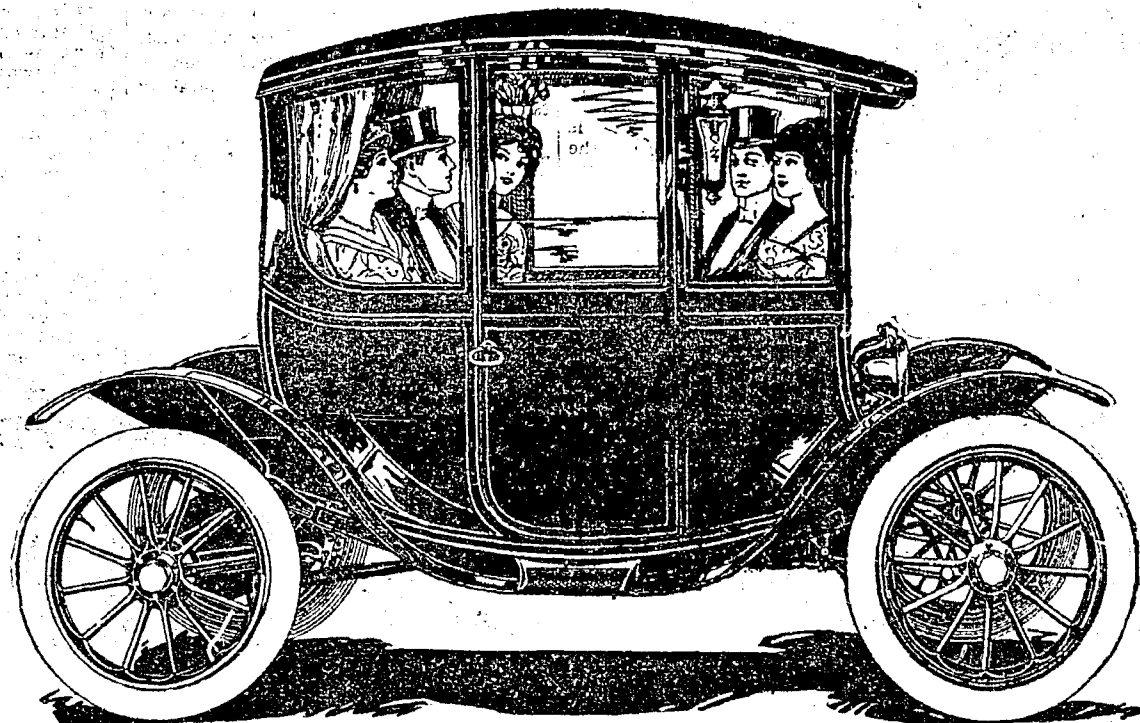
Alameda County Distributors Rauch and Lang Electric.

176 TWELFTH STREET

OAKLAND, CAL.

San Francisco Office, 442 Van Ness Avenue.

# FLANDERS COLONIAL ELECTRICS



Isn't she a beauty-- "Un equipage digne d'un roi"

Five Passengers, 2000 Pounds, \$1950, San Francisco and Oakland

Incomparable in Finish, Appearances and Performance

A Rebel in the Ranks that is Creating a Revolution in the Industry

DEMONSTRATING MODEL HERE ABOUT FEB. 1ST.

## PIONEER AUTOMOBILE CO.

281 TWELFTH STREET

SAN FRANCISCO

OAKLAND

FRESNO



## ELECTRIC TRUCKS FOR USE IN BUSINESS

Something of Interest to Merchants About  
the Future of Horseless Dray  
Proposition

(By C. W. HUTTON.)

You have probably noticed the electric trucks and delivery wagons of the Oakland Gas, Light and Heat Company in service on the streets of Oakland, and the thought has occurred to you that on account of their being an electric company they could get their current cheaply, and for that reason they were trying them out. Now, they are not trying them out at all. They knew what these trucks would do before they bought them, and, as a straightforward business proposition, they bought them and put them right to work to take the place of horses because they knew they would operate more economically and at the same time extend their radius of service. As to the cost of current for operating these trucks, when you consider that one of their one-ton trucks operating on an average of thirty-six miles per day and twenty-five days in the month only used 457 kilowatt hours, which, at the company's regular rate to commercial users of one cent per kilowatt hour, would cost only \$4.57 for the month, you can see how relatively unimportant the item of current really is. So, just as you thought, the current does come cheap to the company, but on account of its being such a small item even at the company's retail price, it comes cheaply to any customer of the company as well.

### WHY THEY DO IT.

Why, then, is the electric company using electric trucks and when advice is sought recommend them to their customers? The answer is this: They are in the electric business, the nature of which compels them to keep looking ahead so as to be prepared to avail themselves of every modern improvement along electrical lines. They can, from their superior knowledge of this subject, see how rapidly the modern electric commercial wagon is sure to come to the front and realize what an important factor it will shortly be in our every-day business life. They realize that it will be up to them to furnish the electrical energy with which these wagons will be driven, and while one wagon would not require a great deal of energy, a great many wagons would require considerable. The main point, however, in connection with supplying this energy, and the one that interests them more than any other is this: The batteries for these wagons can be charged between the hours of 9 p. m. and 7 a. m., or when there is little demand for current from other sources. Having this current on tap they are glad at seeing the certainty of a demand being created for the surplus.

Bear one point in mind, however, in this connection: If the modern electric commercial wagon was not a proven success from the business standpoint of economy and reliability, the electric lighting and power companies throughout the country would not be using and recommending their use to their customers as they are now doing; otherwise their reputations in their respective communities would be shattered, and they have too much at stake to risk this. It will, therefore, be seen that the electric companies are not the only ones who should be using the electric truck. Anyone who has goods to be transported from point to point or distributed over widely scattered territory and where the transportation is such that more than one horse-drawn vehicle is necessary to do the work, they will find upon investigation that great economy may be effected by the use of the electric vehicle over the horse-drawn vehicle.

NICKEL STEEL BATTERY.  
Thomas A. Edison is the inventor

of the nickel steel battery which bears his illustrious name. This battery is destined to revolutionize the city merchandise transportation problem. Let it be said here that the lead battery, as constructed at the present time can and is making good where it is properly applied and cared for. In the larger installations such as are found in many of the Eastern cities a separate department is created, which devotes its entire time to the maintenance and operation of the electric vehicles.

One instance of this will suffice to show what has been accomplished. A few years ago Peter Doelger, operating one of the largest breweries in New York City, had over 120 horses, a large number of heavy wagons, no little beer business and no motor trucks of any kind. In March, 1909, he put on his second five-ton electric truck, with the result that the same year he gave an order for eighteen electric trucks, six of which were five-ton and twelve three and one-half-ton. He now operates thirty trucks and has six more on order.

These thirty trucks, which are all equipped with lead batteries, save him, on the testimony of his own superintendent, \$25,000 a year. If the Edison battery lives up to expectations, and from the result of the last two years' experience, very little doubt is left as to its ability to do so, Mr. Doelger could save more than the above amount, even though the first cost of the Edison battery is quite a bit higher than the lead. The beauty of the Edison battery, however, is that the user of a very few vehicles can effect nearly as large a saving proportionally as a large user, for the reason that the battery is more rugged and can withstand abuse, and the little installations which shorten the life of the lead battery in the least. Another advantage is that for a given weight of battery more mileage per charge can be obtained and the small user often requires more miles' capacity than the larger user, because his business is more scattered.

### THE LEAD BATTERY.

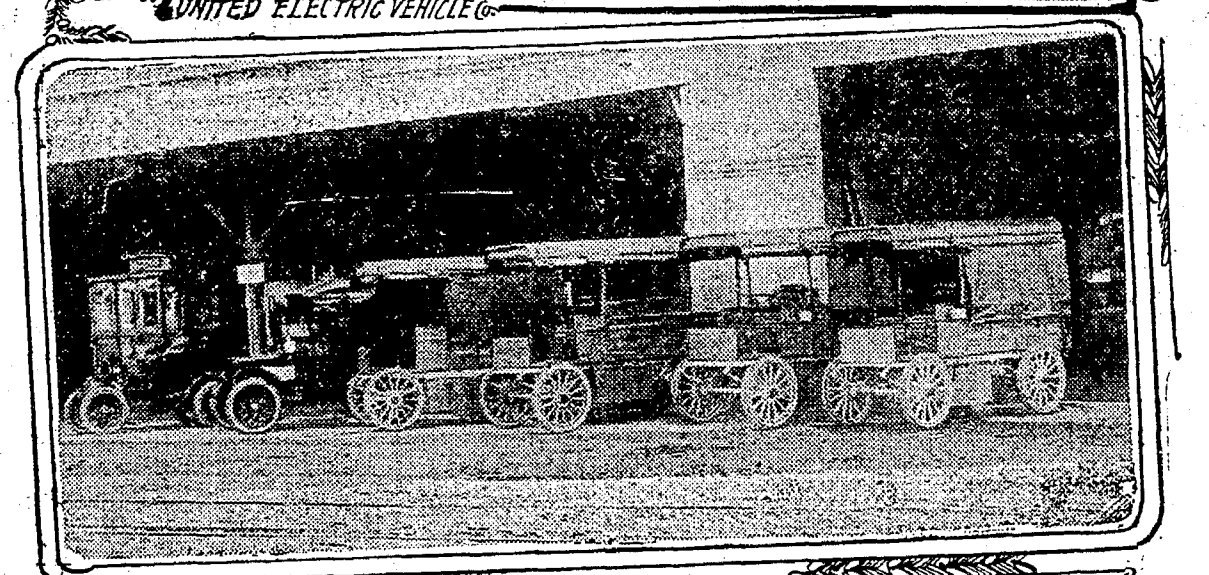
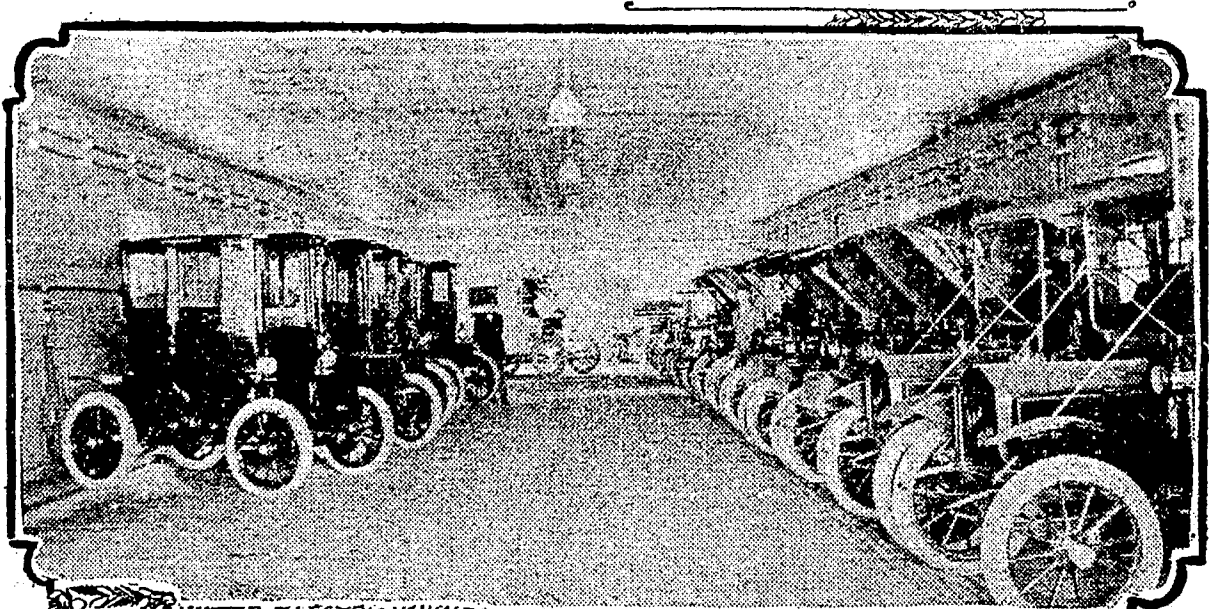
For those who do not feel justified in paying a greater price for a vehicle equipped with Edison battery, and whose mileage requirements are such that the work can be accomplished by the use of a lead battery, there need be no hesitancy whatever in adopting this battery. In order that all customers of ours may get good results a truck inspection department is maintained whereby customers' trucks are inspected as a whole and the batteries in particular where the lead battery is used once every thirty days, in order to see that the customer is getting the best results in the matter of having his vehicle in the best possible working order. No charge is made for this inspection. Later on should a customer want to equip his vehicle with an Edison battery, or any other battery, for that matter, that may come on the market in the future, he can do so by simply buying the new battery and making a few inexpensive changes to fit the battery.

### MOTOR TRUCK SALES.

Motor truck sales are today increasing at a phenomenal rate because the business world realizes the passing of the horse and because so many trucks in service are making good in their respective fields. It is predicted by those who are in a position to know that eventually 80 per cent of all city hauling will be done by electric trucks.

This prediction is based on the simple fact that when properly applied they show a lower total operating and maintenance expense per ton mile or per package than any other system of trackless transportation.

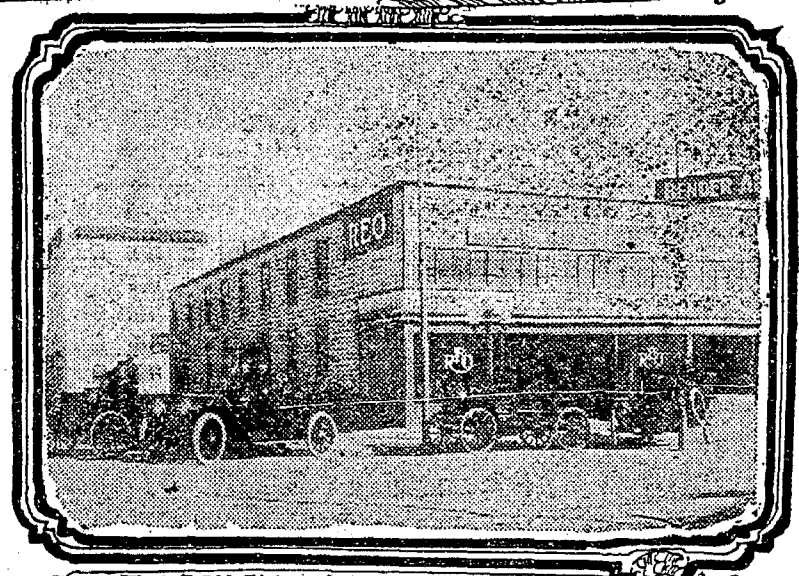
An interior view of the United Electric Vehicle Company garage showing the care and neatness displayed in the housing of Electric pleasure cars.



A carload of G. V. Electric Trucks which are used in daily service by the Pacific Gas & Electric Company at Sacramento.

ing and maintenance expense per ton mile or per package than any other system of trackless transportation. Mr. Edison is so enthusiastic in regard to the future of the electric vehicle that he predicts that it will be but a short time when a greater proportion of the electric lighting company's output of current will be used for charging electric vehicles than will be used for lighting, and when you come to consider that a big five-ton truck only consumes as much current per annum as 250 50-watt incandescent lamps burning three hours daily, you can realize that he expects to see an enormous number of electric vehicles in service within a very short time.

Electric vehicles have, therefore, solved the problem of speedy, sure and saving delivery service for all classes of business as no other means of delivery could do. The man who is contemplating the use of motor trucks at some distant day should not be satisfied with the feeling that he cannot afford electric trucks. Let him investigate and inquire of those who are using a modern electric.



Home of the F. H. Dailey Motor Car Company, Alameda county distributors of the well-known Reo line.

John D. Miller, of Atlanta, Ga., has been named as vice-president of the Peninsular district of the Federation of American Motorcyclists, succeeding R. H. Colburn, who resigned when he moved from the state.

Leslie Tutt rode his motorcycle from Wichita to Wellington, Kansas, in 54 minutes. He says he broke the record.

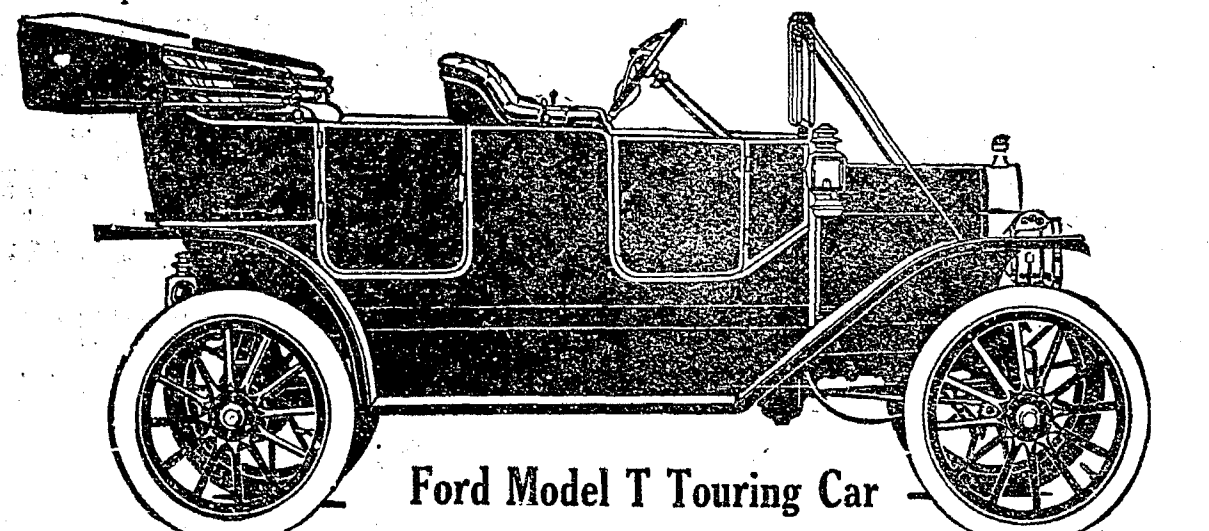
The Lansing, Mich., fire department uses a motorcycle which is equipped with a hand chemical.



Higher Than Ever in Quality—Lower Than Ever in Price

FORD MODEL T—Famed for its service in all of the highways of the world, is still of the same scientific, accurate and simple design; the same heat treated Vanadium Steel construction; the same light weight; the same economical car to own and operate.

There have been no mistakes to correct—no experiments to try out—but conveniences have been added and a marked reduction in price made possible through larger production and added factory facilities. FORD MODEL T has been, above all other cars, more extensively tested because more extensively used. More than 100,000 Ford cars are in operation today. Every fifth car in America is a Ford Model T. 75,000 must be made to supply the demand the coming year. Stronger evidence of value is not possible.



**\$690** Four Cylinders, 5 passengers  
Completely equipped as follows:  
Extension Top. Speedometer  
Automatic Brass Windshield

Two 6-inch Gas Lamps. Generator  
Three Oil Lamps  
Horn and Tools  
Ford Magneto built into the motor

This car thus fully equipped for \$690, F. O. B. Detroit

This car comes to you completely equipped. Mark this, completely equipped. We repeat the assurance that it will bring to you all the comfort and speed in riding that any motor car can give. It costs you less in purchase price and it is the cheapest car in the world to maintain in operation, besides it is so simple, so easily understood that anyone can run it.

The Ford Motor Company devotes its entire efforts to the building of one model—one chassis—but different bodies—namely:

Ford Model T Commercial Roadster, three passengers .....	\$590.00
Ford Model T Torpedo, two passengers .....	\$590.00
Ford Model T Touring Car, five passengers .....	\$690.00
Ford Model T Town Car, six passengers .....	\$900.00
Ford Model T Delivery Car, capacity 750 pounds merchandise .....	\$700.00

These prices include complete equipment, F. O. B. Detroit. No Ford Cars sold unequipped.

Write for catalog and other descriptive books.

ALAMEDA CO.  
DISTRIBUTOR

**C. R. ALLEN**

BROADWAY, OPPOSITE TWENTY-FIRST STREET, OAKLAND

## MOTORCYCLISTS TO TAKE PART IN 200-MILE RACE

Big Speedway Contest Is to Be Planned  
for This Coming Summer by Indiana  
Motorcycle Club

Leave it to the Indiana Motorcycle Club, and there will be a 200-mile international motorcycle sweepstakes at the Indianapolis Motor Speedway next summer.

But the project is so big and there are so many things to be considered that it can't possibly be left entirely to the Indiana Motorcycle Club—and no one knows that better than the members of the club. Nevertheless, they are strong for the plan and are taking steps to interest the necessary backers, as well as officials of the Federation of American Motorcyclists, including President G. H. Hamilton and Fred I. Willis, former president of the F. A. M.

WONDERFUL POSSIBILITIES. Everyone, the country over, knows about the great automobile sweepstakes of 500 miles which is staged at the Indianapolis Motor Speedway each year. The members of the Indiana Motorcycle Club, being right on the

ground, realize more than anyone else the wonderful possibilities for a motorcycle event on this same course—one that would attract and interest the nation.

But they realize also that it is a big project and that it would involve the expenditure of a lot of money—as well as no end of time and energy. And they are proceeding cautiously, although with enthusiasm.

The Federation of American Motorcyclists holds an annual meeting each year during the summer, at which there is always a series of championship motorcycle races. This proposed 200-mile sweepstakes might conflict with the F. A. M.'s annual meet—or it might not. That would be one question to be determined.

And again, the city in which the next F. A. M. meet will be held has not yet been selected. It is possible that Indianapolis might land the meet and hold the 200-mile sweepstakes in connection with it. This is also altogether problematical.

## POPE MOTORCYCLES \$175 With Magneto

Can Go Anywhere and Do Anything Any Four-Horsepower Machine Does.  
Are Regular Little POPE-HARTFORD AUTOMOBILES With Plenty of Reserve Power for Every Emergency of the Road.  
Are Great On Steep Grades and Wonders On Rough or Sandy Roads.  
Are Simple to Operate and Easy to Handle, Even for Women Riders.  
Can Be Started On a Quarter Turn of the Pedals.  
Have Quiet, Smooth-Running Motors.  
Are Most Economical in the Consumption of Oil and Fuel.  
Are Perfect Score Machines in Reliability and Endurance Contests.

1912 HARLEY-DAVIDSON  
Now on Exhibition

**GEO. A. FAULKNER**

232 TWELFTH STREET, OAKLAND.

*Studebaker*



of every description at prices which are the lowest and consistent with the high grade of goods we carry in stock. We can meet your desires in any of your motor car needs. A corps of expert salesmen will assist you in the proper selection of automobile necessities.



12TH AND JACKSON STS., OAKLAND, CAL.

**Pearl & Elkington**  
Diamond Tires

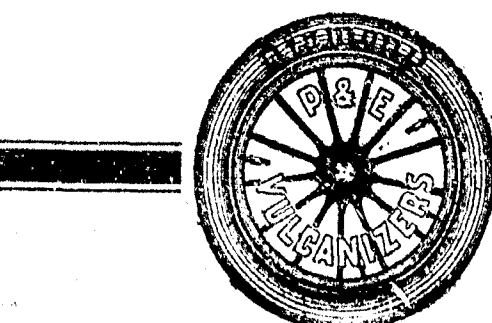
"When our re-treads are worn out their cost has been forgotten"

WE MAINTAIN UP-TO-DATE TIRE REPAIR AND VULCANIZING ESTABLISHMENTS—EMPLOY THE LATEST AND MOST EFFICIENT METHODS FOR THE REBUILDING OF TIRES AND TUBES, AND WE SOLICIT THE PATRONAGE OF EVERY MOTOR CAR OWNER DESIROUS OF PROMPT AND ECONOMICAL SERVICE.

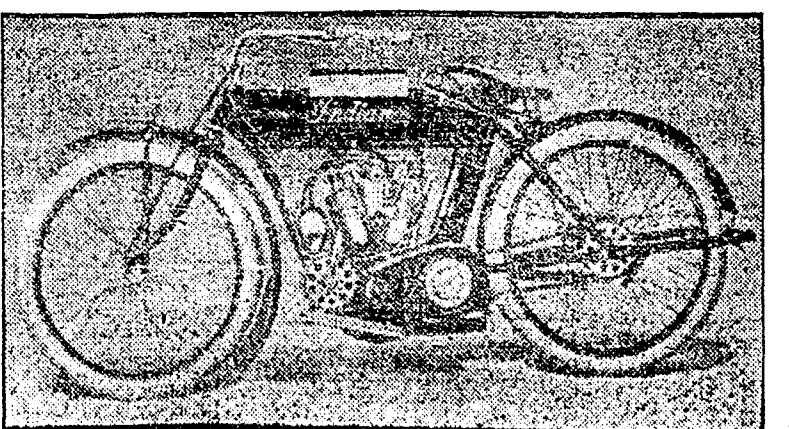
**Pearl & Elkington**

1715 BROADWAY, OAKLAND.

42 Van Ness Ave., S. F.—2133 University Ave., Berk.



THE 1912 **INDIAN** MOTORCYCLE



De Luxe, Indian, 7 H. P., Non-Pedal T. T. Model.

An excellent opportunity to inspect these famous motorcycles (the various models of which are now on our floor), and to compare them in every detail with other makes—regardless of price.

Of the fourteen Indian improvements for 1912, the Free Engine clutch and Indian armored magneto alone place these machines a year ahead of the field. The new Indian Carburetor, together with the Free Engine clutch, makes possible a dead slow pace without loss of power, invaluable in traffic, especially with a high-powered machine like the Indian Twin 7 H. P. The speed capacity of the Indian motorcycle has already been conclusively proved by countless records.

Oakland Distributor

**E. F. ROSE**

321 San Pablo Ave., Near 18th St. Phone Oakland 8619



# TIRE VALVE IS AN OLD TIMER

The Single Unit of Automobile Construction Which Has Been Improved.

Is the Same Now as When Used Twenty Years Ago On Bicycles.

An old tire man who has followed the development of the automobile from its inception has the following to say regarding valves:

"It is a remarkable fact that the valve inside today are the same that were used twenty years ago on bicycle tires. In fact, the valve is about the only individual part of automobile construction that has not been greatly improved.

"My observation is that a great deal of the trouble is due to leaky valves, and this is particularly annoying, because frequently the real cause is not discovered until after the shoe has been taken off. In any event, the only remedy is replacing the valve inside and this necessitates pumping an empty tube. Furthermore, if the inside sticks, it is more than likely that the little prongs at the top will be twisted off so that the inside cannot be removed at all.

## WASHERS THE RUB.

"Often, assuming that no difficulty has been experienced taking out the inside, a new inside will not remedy the trouble, because the small external rubber washers, not as tight, so fast that they are quite likely to be defective, although apparently in good condition. Furthermore, the inner metal shoulder in the outer tube, against which this washer sets, may be burred or worn and the least defect will cause the washer to tear.

"Great care is needed in inserting the inside, because it must be screwed tight to seat the washer, but if screwed too tight it may tear the washer. I have put into the same tube two or three new insides in succession without mending the leak, and the pumping involved produced as much perspiration as would result from an equal number of punctures.

"I have also seen persistent leaks through the check valves themselves. These valves are so infinitesimally small that it is impossible to tell by inspection whether they are defective or not, so that it is a matter of luck whether or no a new inside will remedy the difficulty. The small size of the inflating passage and the proportionally large back pressure area result in the use of a great deal more muscle in pumping than ought to be necessary.

"On several occasions during the past four years I have had a whole new valve put into an otherwise serviceable tube. This is more expensive than any other tube repair and, furthermore, if the repair is carelessly done the tube is likely to be spoiled."

## LIKES THE WAY CHICAGO DOES IT

Regulation in Regard to the Method of Giving Warning Signals.

Charles Thaddeus Terry, general counsel for the American Automobile Association and probably the highest authority on automobile legislation in the United States, makes the following statement concerning the new automobile ordinance just passed by the council of Chicago.

"To my mind, the new Chicago ordinance is a long step in advance of similar legislation that has gone before. The unique and most important part of it is the action taken regarding the use of horns.

"For the first time in my knowledge a successful effort has been made to define a suitable signal and to prescribe the proper use of such a signal.

"Practically every automobile law in this country calls for a 'suitable' or 'adequate' warning signal. But it remained for Chicago to give a definite interpretation of these two very ambiguous words.

"The new ordinance there requires that automobiles be equipped with a signal which shall produce an 'abrupt' note, 'sufficiently loud to adequately warn.' It further provides that such a signal must not be used 'except as a warning of danger.' In both respects it is unprecedented.

"I believe that the passage of this ordinance in Chicago and in other cities which are adopting similar ordinances will do much toward solving the question of unnecessary noise, which is so generally being agitated. The unnecessary use of automobile horns is doubtless responsible for a large part of this noise, and to prohibit such use by law is the only way to stop it.

"Under this ordinance the man who makes the night hideous by the frequent sounding of his horn without cause; the man who toots simply to 'see 'em jump,' or the man who blows continuously and often simply to let the neighborhood know he is passing—all of these disturbers of the public peace are made guilty of a misdemeanor and punishable therefore.

"And this is done without interfering in any way with the automobile horn in its true function—as a safety device. In fact, the Chicago ordinance is explicit in demanding a signal whose note is most conducive to the safety of the streets. This part of the ordinance was made only after most careful tests and long investigation to determine the relative efficiency of the several kinds of warning devices.

"I believe the time is not far distant when similar laws will be enacted everywhere, and the motorist as well as the public will be distinctly benefited thereby."

When trouble troubles, get a trouble troubler—the motorcycle man. George Bauer, "trouble shooter" for the Milwaukee fire and police alarm system, has added a machine to his equipment.

Vernalis, Cal., has a new motorcycle club. E. H. Dorsey is president.

The office and shop force of the Studebaker Oakland branch comprises a small working army, each one playing an important part in making the retail sales of the firm of greater volume than any of the other Studebaker western branches.



## REPRESENTATIVE OF REGAL ON TOUR

Tells of Events On His Auto Journey Around the World.

Reports on the automobile situation in far-off India have just been received from R. M. Lockwood, foreign representative of the Regal Motor Car Company, who late last October set sail for a trip around the world in the interest of American-made cars.

"It is 90 degrees in the shade here," writes Mr. Lockwood from Bombay, "and the automobile situation is correspondingly as warm.

"There are about one thousand automobiles in use in this city, about 80 of which are of American manufacture. The cars of English and French make seem to have far the stronger hold on the Oriental market. The trouble ap-

pears to have been that not all of the cars sent out from the United States have proved as satisfactory to these Eastern dealers as have the cars from England and France. If our American cars are to gain a secure hold on the markets of India, we must ship only those that will stand up with the foreign makes. It is purely a question of competition and the only way we can win out is to deliver better goods.

"The cars that occupy the most favored position are the four and five-passenger models. The two-passenger cars are not as popular and are out-numbered by the cars of larger passenger capacity. In time our runabouts and roadsters may gain in popular favor, but for the present the demand here is for the touring models rather than the smaller cars.

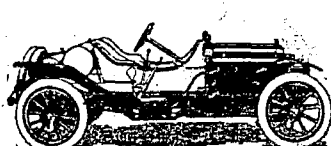
"I am naturally optimistic for the future of American-made cars in the Orient, but the fight will be a hard one. We cannot afford to chance anything but our best cars. Success will come ultimately if we satisfy the demand of the Oriental buyer and supply him with reliable cars that assure him satisfaction."

Three more motorcycle policemen have been added to the San Diego, Cal., police force, making five members who now ride the single-tracker in that city.

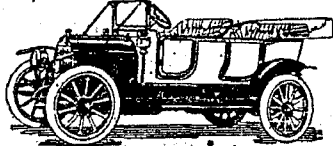
## PREMIER'S PILOT IN FRIGID EAST

Superintends Unloading of the Company's Cars for New York Auto Show.

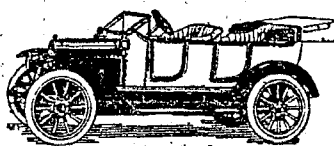
A little thing like a change in climate does not affect a stout and courageous fellow like Ray McNamara, the famous pilot and contest driver of Premier cars. Ray hastened from the sunny clime of Los Angeles to New York in time to superintend the unloading of the four Premier cars, and stripped chassis shipped from the Indianapolis factory to the Madison Square Garden show. For many hours at a time he was exposed to the cold winds of Gotham, but he did not seem to care. Following the New York show he will have the same task at Chicago, where it is expected to be even colder. The Premier's New York exhibit will be sent to Chicago, where it



Model "30" Raceabout  
\$1650



Model "30" Fore Door  
\$1600



Model "30" Torpedo  
\$1600

# Moon! Moon!

## The great big self-starting Moon "40" at \$1,800

F. O. B. Factory

### Is a whirlwind success

Consider this magnificent car, and what comes with it, at \$1800, F. O. B. Factory, and you will see why:

Self-starter; demountable and quick-detachable rims; one spare demountable rim; special demountable tire holder; combination license holder, and tail light bracket; full kit of tools, pump, jack and horn; commodious tool box; driver's glove and goggles box (between seats); Prest-O-Lite tank; large nickel and black new style solar head and side lamps, folding foot rail, combination coat and cloak rail, ebonized finish; nickel plated trimmings; Stromberg carburetor, with self-starting attachment; magneto, of course, and battery, auxiliary ignition; genuine honeycomb radiator; big, strong, safety grip steering wheel; seasoned hickory wheels; spokes 15-8 inches in diameter; 36x4-inch tires, front and rear; unusual roomy metal body; 120-inch wheel base; T-head motor; 45 horsepower, actual brake test.

And then there are the Moon "30" models. Full \$200 value has been added to the Moon "30's" for 1912, and no increase in prices.

The Moon T-Head Motor in each of the "30's" has been increased to 4½-inch bore and 5-inch stroke. Last year the bore was 4¼. It is the long stroke motor. The tires are bigger—now 34x4 front and rear. Last year's tires were 34x3½. The wheel base is increased from 112 to 116 inches.

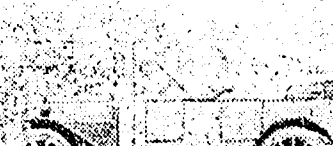
All-metal bodies, in black and brass finish, have the smart snappy style demanded by motor car buyers. The Steering Wheel is larger. It is an 18-inch steering wheel. The Radiator is genuine Honeycomb.

The most complete equipment ever put on cars at these prices goes with each MOON "30." The car price includes a Magneto, full set of solar lamps, Prest-O-Lite tank, foot rail, robe rail, a full kit of tools, etc. Where else can you find such values at \$1600 and \$1650, Prices F. O. B. Factory.

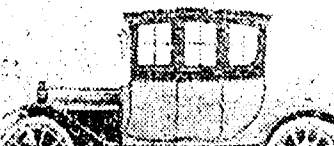
KIEL & EVANS, 4th and Franklin Sts., Oakland



Model "40" Raceabout  
\$1800



Model "40" Torpedo  
\$1800



Model "40" Colonial Coupe  
\$2250

will be augmented by a limousine of the Berlin type. Since the ocean-to-ocean tour of twelve Premier cars last summer in which McNamara drove the pilot car, he has been on the Pacific coast assisting in taking care of the vast amount of new Premier

business that has resulted from the great tour. He probably is the most widely traveled motorist in the country as he has been across the continent in a motor car three times and has motored through every state in the union, many of them several times. Besides being one

of the most prolific drivers in the country, he is a valuable man in the sales department, and altogether is one of the Premier mainstays.

A motorcycle club has been organized at Lindsborg, Kansas.

For Your New Car Specify the Tire Equipment Supreme

# "Firestone"

## TIRES and DEMOUNTABLE RIMS

It is not merely because Firestone tires hold the world's records for durability and speed that they are supreme in motor-dom today. They are not made to win supremacy in motor contests—they have won supremacy because of the way they are made.

It costs more to make Firestone tires that way. They command a higher price.

Yet almost any car maker will let you have Firestone tires on your new car, without extra charge, when you SPECIFY THEM at the time of purchase.

Save your Tires by specifying Firestone Quick - detachable Demountable Rims to carry your spare tires inflated, all ready to run.



The rims with a "no-split" base that keeps moisture from working through and rotting the case and tube. The rims that allow you to change tires as often as required—no matter how many punctures you have per trip.

The choice two to one in the recent Glidden Tour and used on all three winning Maxwell cars.

## Our Vulcanizing and Tire Repair Department

Is recognized as the most complete on the western coast. A corps of experts, fitted by long years of experience, are ready to remedy your tire troubles in a most satisfactory manner—their advice on tire matters is yours for the asking.

HOLMES & OLSON  
TWELFTH AND JACKSON STREETS  
OAKLAND



SEATTLE, WASH.  
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TACOMA, WASH.  
Gorham-Revere Rubber Company  
1316-1318 A Street

PORTLAND, ORE.  
Gorham-Revere Rubber Company  
24-26 North 5th Street

LOS ANGELES, CAL.  
Gorham-Revere Rubber Company  
1237 South Olive Street

SAN FRANCISCO, CAL.  
Gorham-Revere Rubber Co., 50-60 Fremont Street and No. 541 Van Ness Avenue.

OAKLAND, CAL.  
Gorham-Revere Rubber Company, Twelfth and Alice Streets.





# Roger B. Whitman Writes of Ignition and of Divers Ignition Methods

## PRESENT DAY PERFECTION RESULT OF DEEP STUDY

### To Appreciate Fine Points of Problem, Engine Must Be Considered in Its True Light

(By ROGER B. WHITMAN.)

The state of perfection of the present-day internal combustion engine has not been reached without deep study and investigation, in the course of which it has been realized that ignition has vastly more to do with efficiency than was at first believed.

The early conception of ignition was the production of spark some time toward the end of the compression stroke, and if this spark was successful in igniting the mixture, that was all that was desired. The character of the spark, the accuracy of its production, or the exactness of its timing were points that were disregarded by the designer, because he did not understand that these had any effect on the power output or on the fuel consumption of the engine.

The modern designer takes an entirely different view of the subject, however, and it may be of interest to outline the problem as it is now understood.

To appreciate the fine points of this problem, the engine must be considered in its true light as a heat engine pure and simple.

The mixture that is drawn into the cylinder during the inlet stroke represents a certain heat value, and the efficiency of the engine depends upon the manner in which this heat is applied to the piston of the engine. Any condition by which some of this heat is lost, or by which it is not applied directly to the forcing of the piston outward on the power stroke, will reduce the engine efficiency.

The first step in the securing of efficiency will be to study the points at which losses of heat may occur, and to adopt means by which these losses may be prevented.

The charge of mixture represents a certain heat value and has a certain maximum pressure. To exert the greatest possible proportion of this pressure against the piston, each particle of mixture should be made to give up its heat at the instant when the piston is at the end of the compression stroke and is ready to move outward on the power stroke.

#### HOW TO GAIN RESULTS.

To gain this result, it would be necessary to ignite each particle of the mixture at the same instant, and thus to have ignition and combustion occur at the top dead center. The mixture would thus be compressed into a minimum space before ignition and the rise in pressure due to combustion would then be most abrupt, the piston being driven outward with maximum force.

No existing ignition system will permit the ignition of all of the particles of mixture at the same instant. The system in use, therefore, permits ignition of the mixture at one or two points from which the flame is expected to communicate itself to the remaining mixture particles.

In a perfect mixture, each particle of gasoline vapor will be surrounded by the particles of air necessary for combustion, and to ignite the mixture it will be necessary to raise the temperature of these particles to the point at which the chemical change known as combustion will occur.

Under usual motor conditions, the heat developed by the electric spark is dependent upon the temperature of the mixture at the point at which it is ignited. The heat thus started is communicated to the particles of the mixture immediately surrounding it, thus being propagated through out the entire charge.

To our senses, the spread of the flame from the point of ignition is instantaneous, but in comparison with the speed at which a gasoline engine operates, the time required is very considerable, and must be taken into consideration. Thus there enters into our calculations the period of time that must elapse between the instant at which ignition occurs and the instant at which the entire charge will be ignited.

It is desired to apply to the piston the greatest pressure possible, and, obviously, the greatest possible pressure will be produced at the instant when combustion is complete. At this instant, therefore, the piston should be at the top of its stroke. We must not overlook the fact, however, that some pressure is produced at the instant when ignition occurs, and that this pressure will be constantly increasing as combustion spreads. If combustion is to be complete when the piston is at its top point, it is clear that ignition must occur while the piston is still moving upward on the compression stroke. For the last portion of its stroke the piston will therefore be subjected to this pressure, while the piston is moving, and by which the piston will tend to be driven backwards; at the same time the momentum of the fly-wheel is urging the piston upward. Some of the power of the engine will thus be required to force the piston upward, and in this is found one of the most serious of the losses of efficiency. If the engine is going at sufficient speed, the combustion of the fly-wheel will force the piston against the pressure in the combustion space to top center, but the result of the conflicting pressures will be shown in abnormal wear of the wrist pin, crank pin and main bearings.

#### WORD ON BACK-FIRE.

All motorists have had experience with a back-fire when cranking an engine, and know that it is the production of maximum pressure in the combustion space before the piston reaches the top of its stroke, the result being that the engine piston is forced backward. This same condition in a lesser degree exists in a running engine under the normal condition of ignition occurring before top center.

The charge of mixture represents a certain heat value, and can be made to exert a certain definite pressure upon the piston. To get the best possible results, all of this pressure should be exerted against the piston when the latter is at the top of its stroke. If some of the pressure is exerted before the top center is reached, less pressure will remain to act on the piston during the power stroke. This results in a double loss, for not only is the motion of the crank shaft somewhat retarded, but the maximum pressure developed at top center is reduced. The effect is shown in an increase in the consumption of fuel and in a reduction of the power output.

Another loss that results from ignition earlier in the stroke is due to the absorption of heat by the cylinder walls; these surfaces being of metal are natural conductors of heat, and, of course, the longer the period during which the flame is in contact with these surfaces, the greater will be the heat absorbed and wasted in this manner.

The obvious way to reduce loss of power from these causes is to produce ignition as late as the stroke as possible, but this is limited by the necessity for having combustion complete at top center.

The remedy will therefore be to hasten ignition as much as possible, or, in other words, to reduce the time necessary for the propagation of the flame throughout the mixture.

One of the most important factors in this is the location of the spark plug, which should be so placed that the distances through which the flame must spread are as short as possible. If, for instance, the plug is located in a valve pocket on one side of the cylinder, the distance through which the flame must spread will be practically maximum, and the operation will require more time than would be necessary if the spark plug were located in the cylinder head. Furthermore, the plug should be so located that its points are actually plunged in the mixture, and not set in a cavity or pocket. Engines are occasionally seen with valve caps that are solid and possibly an inch thick. If a standard plug is screwed into such a cap, the spark points will be found to set some distance up from the internal face of the cap; the spark will thus be some little time will be required for the flame to spread down through the hole and to be communicated to the mixture.

Such a construction will require considerably more advance of the spark than would be necessary if the spark points were in direct contact with the charge.

#### IGNITION SPARK.

The size of the ignition spark is also a factor that determines the time required for combustion. The ideal ignition spark should be a mass of flame with a large surface as possible, for this will result in the ignition of a large number of mixture particles. It should be understood that the spark must come into actual contact with the mixture particles in order to ignite them, and if the spark is thin, it will be quite possible for it to pass through a throttled mixture without actually coming into contact with any of the particles. With a spark that is in the nature of a flame this cannot take place. A large spark not only insures ignition, but makes combustion more rapid, for combustion will certainly be more rapid if, for instance, 100 mixture particles are ignited by the spark instead of one.

Following along this line brings us to the proposition that it might be better to ignite the mixture at two widely separated points instead of one, on the theory that this will reduce the time necessary for the propagation of the flame.

If, as arranged opposite to each other, a spark plug is placed in the inlet valve cap and a second one in the exhaust valve cap and sparks are caused to occur at these plugs at the same instant, the time required for the spread of the flame throughout the whole charge will be much less than would be necessary with one spark. The flame will originate at one side and be required to spread across the entire width of the combustion space.

This has been theoretically admitted for a long time, but the difficulty in its practical application lay in the securing of apparatus that would permit the production of two sparks at absolutely the same instant.

Ignition apparatus of this character has now been perfected, however, with results that are satisfactory from every point of view. It may be said at the beginning that it is essential to locate the spark plugs properly. If the two are set side by side in the inlet valve cap, there will be no gain through the use of two-spark ignition over one-spark. To secure proper results from this system, it is necessary to separate the plugs and to locate them so that the flame will have an approximately equal distance to spread in all directions from each.

#### COMPARATIVE TESTS.

A series of comparative tests was recently made at the Automobile Club of America before the Society of Automobile Engineers on an engine arranged for operation either with one-spark or with two. These tests showed that the maximum power output possible with single-spark ignition was equalled by two-spark ignition at considerably less than one-half the fuel consumption. The two-spark ignition it was possible to increase the maximum power output by 16 per cent.

At first sight it seems somewhat extraordinary to claim that the power output of an engine will be increased 16 or more per cent by producing ignition at two points in the cylinder instead of at one, but the line of reasoning that we have followed makes it clear that the gain is due to the preventing of losses that follow early ignition.

The two-spark ignition system has been used on racing cars for over a year, and every car entered in the recent Gold Cup and Vanderbilt Cup races was so equipped. By the tests made on these cars, it was shown that the two-spark ignition increased the speed of the engine 8 miles per hour more than was possible for them to obtain with single-spark ignition.

The tests at the Automobile Club above referred to showed that the maximum output of 24 horse-power obtainable with single-spark ignition was reached at a speed of 1500 R. P. M. with two-spark ignition 24 horse-power was produced at a trifle less than 1500 R. P. M. In other words, two-spark ignition delivered equal power at 250 less revolutions per minute; or six gallons of gasoline and two-spark ignition will do as much as seven gallons of gasoline and single-spark ignition.

It was further shown that 1750 R. P. M. was the maximum speed possible to obtain with single-spark ignition, while with two-spark, the maximum speed was nearly 2000 R. P. M. Two-spark ignition is thus seen to give greater economy in consumption and greater flexibility than is possible with single-spark ignition, however favorably the single-spark plug may be placed.

Not the least advantage of this system is its great reliability; for one plug may become fouled without interfering in the slightest with the operation of the other. It has further been many times demonstrated that oil has less effect on this system than it has on a single-spark system, and that over-cleaning would put a single-spark system completely out of business without interfering in the slightest with the perfection of the operation of two-spark ignition.

Realizing the necessity for causing ignition to occur as late as possible in the stroke, it follows that the ignition apparatus should produce the spark at exactly this point and at no other.

If the apparatus selected does not produce this result, and if it permits the spark to occur a little earlier on one stroke and a little later on another, the result will be an unsteadiness in the operation of the engine, a reduction in

power output, and an increase in gasoline consumption.

Any one who has had experience with an automobile knows that the engine will run more steadily and more powerfully on a high tension magneto than it will on a battery-and-coil system, but the reason for this is not always understood. It lies largely in the fact that the magneto produces a spark absolutely accurately and without variation, while with the coil-and-battery system the point at which the spark will occur will vary considerably.

#### THE BATTERY TIMER.

The battery timer may make contact at the proper instant, but this does not mean that the spark is produced accordingly.

Upon the closing of the battery circuit by the timer, the battery current is permitted to flow through the primary winding of the coil, with the result that the core becomes magnetized. The effect of this is to draw the vibrator blade away from its contact, and thus to break the battery circuit, the consequent collapse of the magnetic field causing the induction of a high tension current in the secondary winding. It is this current that furnishes the spark.

It is seen that the electric current is required to do certain work between the closing of the circuit by the timer and the production of the spark at the plug, and the lack of accuracy in the system lies in the fact that the current does not always consume the same time in performing these functions. This can be demonstrated on the apparatus that consists of a shaft that may be driven at variable speed by an electric motor. This shaft carries a pointer that travels around the inner side of a graduated ring. One end of the shaft carries a battery timer, while the other end drives a high tension magneto, the magneto armature and the timer revolving at the same speed.

The circuit is so arranged that the spark produced by the magneto or by the coil may be caused to pass between the moving pointer and the graduated ring.

Turning the apparatus slowly by hand with the magneto thrown into the circuit will show that the spark is produced at the zero point of the graduation. By throwing in the electric motor, the speed may be increased to anything up to about 1500 R. P. M., and it will be seen that the magneto spark invariably occurs at the same point.

In other words, the point in the rotation of the shaft at which the magneto spark occurs is not affected by the speed.

As the speed increases the igniting ability of the spark evidently increases, for its size can be seen to increase until at 1500 R. P. M. it endures for about 30 degrees of rotation.

#### THROWING MAGNETO.

Throwing the magneto out of circuit and cutting in the battery, the apparatus may again be turned slowly by hand. The first battery spark will be seen to appear at the zero point, and at low speed there is an apparent sheet of flame for the entire 40 degrees during which the timer is making contact.

Running the speed up slightly it will be seen that this sheet of flame is broken up into a series of single sparks which occur very close together. Throwing in the electric motor, it will be seen that at 500 R. P. M. the distance between the successive sparks is increased very considerably.

Each of these sparks corresponds to a single movement of the vibrator, during which the battery circuit is broken. The primary winding of the coil is broken.

Another interesting thing is that the first spark no longer occurs at the zero point, but some 20 or 15 degrees afterwards, and this lag will immediately be recognized as representing the time required for the electric current to permeate its various functions between the instant when the timer closes the circuit and the instant when the spark appears.

The delay in the production of the spark may be corrected by moving the timer so that contact is made some little time before the spark is actually required. The lag due to the work that the electric current must perform is thus overcome mechanically by moving the timer.

If the spark is observed, it will be seen that it does not always occur at the same point, but varies considerably, the total variation being 8 or 10 degrees.

At the instant when the timer closes the circuit the vibrator contact may also be closed, but, on the other hand, the vibrator contact may be open. The blade not having come to rest from the movement caused by the previous closing of the circuit. A slight variation in the voltage of the battery will also cause a difference, for the lower the voltage the less able will the primary current be to force itself through the winding of the coil.

The coil offers resistance, of course, and it takes certain electrical pressure to overcome it. To overcome it more rapidly, the pressure must be increased, or, in other words, the voltage in the battery must be raised.

If the voltage of the battery could be changed to correspond with every change in the speed of the engine, better results might be obtained, but a vibrator blade would still be needed that would be in actual and good contact every time that the timer closes the circuit. Furthermore, it would be necessary to insure the actual closing of the circuit at the timer, for without this the contacts would be covered with grease or dirt, the circuit may not be actually closed until the moving part of the timer is half-way across the timer contacts.

The timer that was used with the testing apparatus was operating under perfect conditions and the contacts were clean and uncorroded. This is not often the case with the timers that are used on automobiles, and consequently the results of the use of such apparatus on an automobile are far worse than is here indicated.

## THORNS USED ON PHONOGRAPHS

### Needles of Cactus Are Shipped From Arizona to Eastern Companies.

Commenting on the fertility of Arizona (after it has been irrigated), Dr. Charles G. Perival, who is with the Abbott Detroit "Bulldog" on its 100,000-mile tour, tells the following:

"Arizona is rich, but soon will be more wealthy, for it is only a matter of time when they will be shipping to the leading phonograph companies of the east, carloads of cactus thorns, for use as phonograph needles. These cactus needles are better than those made of metal, as they wear much longer, besides giving a much more pleasing and softer sound."

According to Dr. Perival, this only goes to prove that even such a worthless and animal growth existing has been capitalized up to date, with the exception of the hook-worm, and this cannot be done until the state legislature of Texas passes an act authorizing the same.

## AUTO TRUCK TRUCK IN INDUSTRY GROWS GENERAL USE

Knox Company Was Pioneer  
in Placing Vehicle On  
the Market.

Local Agent Relates History of  
Its Growth and Favor  
With Public.

The growth of the motor truck industry in the United States has been nothing less than phenomenal, says George A. Mevius, manager of the truck department for the Knox Automobile Company.

An idea of what this growth has actually been can probably best be gained by taking the experience of some one large company and then realizing what is true in this case is true of all reputable concerns that have been building commercial automobiles for any length of time.

The Knox Company built its first car to be used for strictly commercial purposes in 1901 for Smith & Murray's department store, Springfield, Mass. As far as can be learned, it was the first gasoline commercial automobile ever made in the United States. The accompanying illustration shows its design. It was of the three-wheel type, with the single wheel in front, and was used for light parcel delivery only.

Scarcely a half dozen of this model were sold during the 1901 season. However, the next year a larger four-wheel truck was brought out. This sold better, but still business firms hesitated about taking the motor truck seriously. By 1904 a two-ton model had been designed. This was the first model to sell at all readily.

From this point there was a steady improvement both in truck design and truck sales, until in 1907 our company was building two, three, four and five-ton models, equipped with motors ranging from twenty to fifty horsepower.

Since that time the factory has been unable to keep pace with orders, although the truck department has been enlarged several times. Only a year ago 40,000 square feet of floor space was added, enabling us to double our output, and still orders are received faster than the factory can turn them out. An average weekly output for 1911 is shown above.

From all indications, the 1912 season will show an increase over even that of 1911, and it is my opinion that in a very short time the demand for trucks will exceed the demand for pleasure cars. Of course this is only logical, for the motor truck is proving a large time and money-saver. It is not a question of can a business house afford to install them? or, rather, can it afford to be without them?

## MOTOR WITH LONG STROKE A FIXTURE

Manufacturers of Mitchell Car  
Predict Its Use in  
General.

"That the long stroke motor has come to stay is now an established fact and another year will see all progressive manufacturers using this type of engine exclusively," E. L. Peacock of Osen & Hunter Co., states. "While the American manufacturer has been considerably criticized for allowing his European competitors to gain a two years' lead on him before adopting this type of motor it must be remembered that it is a comparatively simple matter for the European manufacturer to make a change of this nature for the reason that he makes but a few hundred cars without any very expensive equipment, while the American manufacturer makes them by the thousands and tens of thousands with a tremendous investment in dies and special tools which become to a great extent worthless when a radical change of this nature is adopted. The manufacturers of the Mitchell car as well as a few other of the larger manufacturers have already adopted this design, due probably to the fact that the European design is composed largely of French engineers and who have, therefore, been a little closer in touch with the latest developments in gas engineering abroad as well as at home.

One reason possibly why the European manufacturers have given more attention to this matter than the home makers is because of the high price of gasoline abroad, making fuel economy one of the strongest selling points of a car. There are, however, many other benefits to be derived from this design of engine, of which the most important are probably the slower crank shaft speed resulting in longer life to the engine bearings, a motor which is more easily cooled and which will stand harder work without overheating and greater leverage on the crank shaft on account of the longer connecting rods required by the longer stroke."

When serious injury, or possibly death, seemed the only outcome of a situation on the Hudson county (N. J.) boulevard recently, a motorcycle entered and prevented the tragedy.

Two women and a three-year-old child occupied a sleigh which was at the mercy of a runaway horse. All who saw the runaway, gave the woman and child up for lost when Officer Schroeder appeared on his motorcycle.

For nearly a mile Schroeder pursued the runaway over the snow-covered pavement, overtaking the vehicle finally, and bringing the animal to a stop without injury to those in the sleigh. The rescue was spectacular, being viewed by many on the runaway's course.

There are nearly 4000 enthusiastic motorcycle riders in the state of Illinois. The Dayton Motorcycle Club was recently reorganized and plans made for a new suite of club rooms.

George L. Sullivan Tells of the  
Spread of Time Saving  
Motor Drays.

Alco Sales Representative Re-  
turns From Trip of 12,-  
000 Miles.

On his return from a 12,000-mile trip, extending over a period of two months, George L. Sullivan, Alco sales representative of the American Locomotive Company, told of the spread of the motor truck into the smaller cities.

According to Sullivan, the leaders in business all over the country are motorizing their hauling system. "The time has gone by to say that the motor truck is 'coming,'" says Sullivan. "Anyone who doubts that it has actually arrived and has made a place for itself in business as secure as the telephone or typewriter needs only a trip of a few weeks through the biggest cities in the country to make him realize the large proportions of the motor truck industry."

"All over the country men at the head of big businesses will buy motor trucks in the spring. They have investigated and have inevitably arrived at the conclusion that the motor truck is a saving in time and money. I believe that more motor trucks will be sold in the next ninety days than in any other ninety days since trucks became a commercial factor."

#### EIGHT IN SMALL CITY.

"I know of one city of 82,000 people in which eight will be sold before the 1st of February. Five of these will go to one house, a big apartment store, with branch stores over a considerable territory."

"They will use three types of trucks, probably two-ton, five-ton and six and one-half-ton capacities. Another truck in this same city will haul meat from a town thirty-six miles away, and the packing house which will buy it expects to double its carrying capacity."

"In another Western city a moving and transfer concern with a great deal of heavy, long-distance hauling to nearby towns, will add motor truck to take care of this end of its business alone. One man in an Eastern city is figuring on ten trucks to be fitted with street car bodies to compete with street car lines."

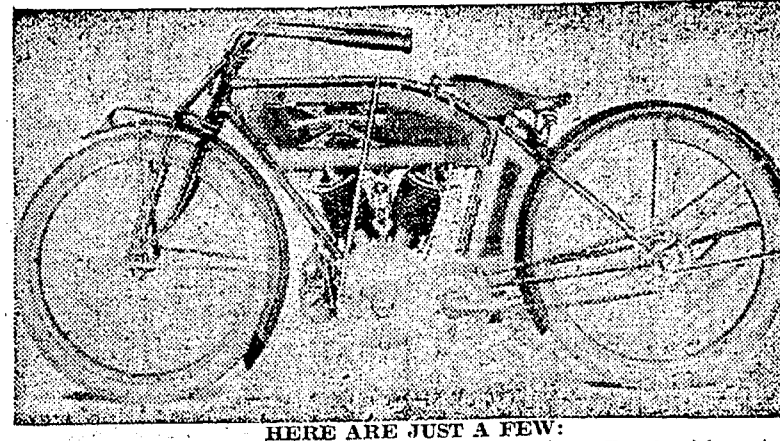
"In one city, which has not more than 75,000 people, the hauls are all comparatively short, but a bright truck dealer worked out a plan by which five business houses, all of different types, could purchase six

trucks. These are to be used on a community basis, thereby saving each member of the combination a considerable amount of money and a great deal of time.

"The thing that is most impressive

in the truck business today is the great demand and the fact that the broadest, biggest-minded business men of the entire country have recognized the superiority of the truck and have decided to adopt it."

### 1912 EXCELSIOR MOTORCYCLES



HERE ARE JUST A FEW:  
Latest spring saddle post, new type spring front, Bosch Magneto, fork, free engine clutch. (On all models.)  
Bosch Magneto, larger fuel tanks, contain more redeemable features than any other motorcycle made.

PRICES ON VARIOUS MODELS.

Twin 7 H. P. Chain Drive, with Magneto	.....\$265.00
Twin 6 H. P. Belt Drive, with Magneto	.....\$240.00
Single 4 H. P. Chain Drive, with Magneto	.....\$215.00
Single 4 H. P. Belt Drive, with Magneto	.....\$215.00
Single, Model B. M., Belt Drive, with Magneto	.....\$200.00
Single, Model B. B., Battery Ignition, with Magneto	.....\$190.00

**W. P. WILLIAMS**  
228 TWELFTH STREET, OAKLAND, CAL.

## E. R. DEMING & CO.

Agents for

SELF-MEASURING AND SELF-REGISTERING

## GASOLINE AND OIL PUMPS AND TANKS

For Public or Private Garages, Grocery, Hardware and Paint Stores.

We always have Bargains in Portable Tanks.

Recommended by Insurance Companies as a Protection Against Fire.

**1504 Oak Street, Alameda**  
Phone Alameda 1275.

## 50 CARLOADS OF BUICKS

The following wire received by us tells the story of Buick demand and Buick popularity in the west.

POSTAL TELEGRAPH - COMMERCIAL CABLES

DELIVERY NO. \_\_\_\_\_ RECEIVED AT \_\_\_\_\_

**TELEGRAM**

12 SF HA MN  
FLINT, MICHIGAN, JAN. 4th, 1912  
C. S. Howard,  
Howard Auto Co.  
San Francisco.

We hereby accept your telegraphic order of January third for a solid trainload of 50 double-decked carloads of Buick Automobiles to be shipped as a special train January 25. This shipment will contain 95 model 29 Buicks 70 Model 28 Buicks 30 model 34 Buicks 10 model 35 Buicks and 25 model 43 Buicks. All of these cars to be fully equipped with tops glass fronts and presto-lite tanks. Total number of cars 230 value of same three hundred and nine thousand one hundred dollars. We will as usual draw on you for the above shipment through the First National Bank of San Francisco. This will be the largest single shipment of automobiles ever made to one concern and we hope that you will appreciate our efforts in giving you a shipment of this size at a time when we are so crowded with orders.

Buick Motor Co.  
9 12 a. m.

This shipment will assist us to make immediate deliveries of all Buick models--a condition never before experienced by any Buick branch or distributor.

## Howard Automobile Company

162-166 Twelfth St., Oakland



## TRIBUNE'S PAGE OF SPORTS Edited by BERT LOWRY

## Oakland Wheelmen Match Jack Britton and Frank Burns for Bout on January 24

OAKLAND WHEELMEN  
TO PUT ON BRITTON  
AND BURNSCrack Lightweights to Battle  
Ten Rounds at Piedmont  
Pavilion Jan. 24th.

By BERT LOWRY.

After fiddling around for several days, the Oakland Wheelmen awoke to the fact that the local fans are entitled to a boxing match, and last night Matchmaker Mel Moffitt obtained the signatures of Frankie Burns and Jack Britton to articles calling for a ten-round bout at Piedmont Pavilion on January 24.

The conditions of the match call for the contestants to weigh in at 2 o'clock on the afternoon of the bout and they must be at the arena at 123 pounds. While the bout is not a championship affair it has this much color to it, the winner will be the best of the two and will be a sort of an elimination bout itself, for the man that goes to the mat or loses this scrap might as well pack his duds and go home. Burns is a crack lightweight and has been in the ring since he was a boy. He has won many fights and is a real fighter. Britton is a crack lightweight and has been in the ring since he was a boy. He has won many fights and is a real fighter.

He has fought some of the best men in the lightweights and has given away weight, too. In these bouts his gameness has never been questioned and there is no doubt in the world that what Britton will be kept on the light.

BRITTON PUT TO TEST.

This bout will mark the second trip of Jack Britton over the ten-round hurdles and will afford him the opportunity of coming back and going back again. This time he will be a short time ago with medals and records of having met and defeated some of the best boys in the lightweights. He will be a crack lightweight and has been in the ring since he was a boy. He has won many fights and is a real fighter.

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HOPE SPRINGS ETERNAL  
WITH 'POP'  
ANSON

CHICAGO, Jan. 17.—Unless the plans of Adrian (Cap) Anson go awry, the veteran first baseman will be seen in action again in some of the larger cities of the South next spring.

Further down the line, the captain shows the form that he expects to display, he hopes to be offered a position as a pinch hitter by one of the big league teams.

Anson hopes to accompany the Chicago Nationals South on their spring training trip and in exhibition games play first base for the opponents of the Chicago club.

PILGRIMS HAVE FAST  
110-POUND BASKET  
BALL TEAM

The Pilgrims defeated the Oakland Y. M. C. A. 110-lb. team Tuesday evening at the Pilgrim Church gymnasium, by the score of 53-10.

At the end of the first half the score stood 34-0 in the Pilgrims' favor. In the second half the Y. M. C. A. showed some form, scoring nine points.

Baptista was the star of the Pilgrims, scoring twenty-nine points. Bamford was the best for the visitors, scoring four points.

Pilgrims—Jeff Baptista, Boyer, H. Lorimer, Vane, William Lorimer.

Oakland Y. M. C. A.—Bamford, Simpson, Lawson, Woolsey, Wines, Hudson, Beckwith, Steinmetz, Chisholm.

Referee—Vane and McCart.

The Pilgrims have entered the P. A. A. 110-lb. championship tournament. Next Friday evening the Pilgrims will play the Berkeley Y. M. C. A. 110-lb. team on the Berkeley Y. M. C. A. gymnasium.

KENTUCKY HORSEMEN  
ACCEPT TERMS OF  
ASSOCIATION

LEXINGTON, Ky., Jan. 17.—The Kentucky Trotting Horse Breeders Association, through the action of its stockholders at the annual session here today, accepted a membership in the Grand Circuit and the next trotting horse race meeting here, which will be from Feb. 8 to 19, will mark the close of the 1912 season on the "big ring."

It was also voted to change the Kentucky futurity so that it will have three four-year-old races for trotting, instead of the two-in-three instead of the three-in-five plan.

The condition of the Kentucky futurity of the year 1912 will provide \$1000 for three-year-old trotters; \$14,000 for three-year-old pacers; \$2000 for three-year-old pacers and \$6000 and a gold cup for four-year-old trotters, making a total money stake of \$23,000.

HILDRETH SUCCESSOR  
TO DO RACING IN  
'LUNNON TOWN'

LONDON, Jan. 17.—Charles Kohler, the American turfman who recently purchased the famous Hildreth's stable and engaged Hildreth to train for him, arrived in England and is looking for quarters at Newmarket. Kohler says he intends to bring thirteen horses to race in England.

He will be ready for the Mick Murphy is on his way west and will be on deck Saturday night or Sunday morning. If Jack Frost does not hold up the racing season, the boys will be in the best luck, conditioning himself for the race.

With both men fit and down to proper weight it will be a hummer of a match and Jimmy Croft is the favorite to win. Kohler says he will be in the best luck, conditioning himself for the race.

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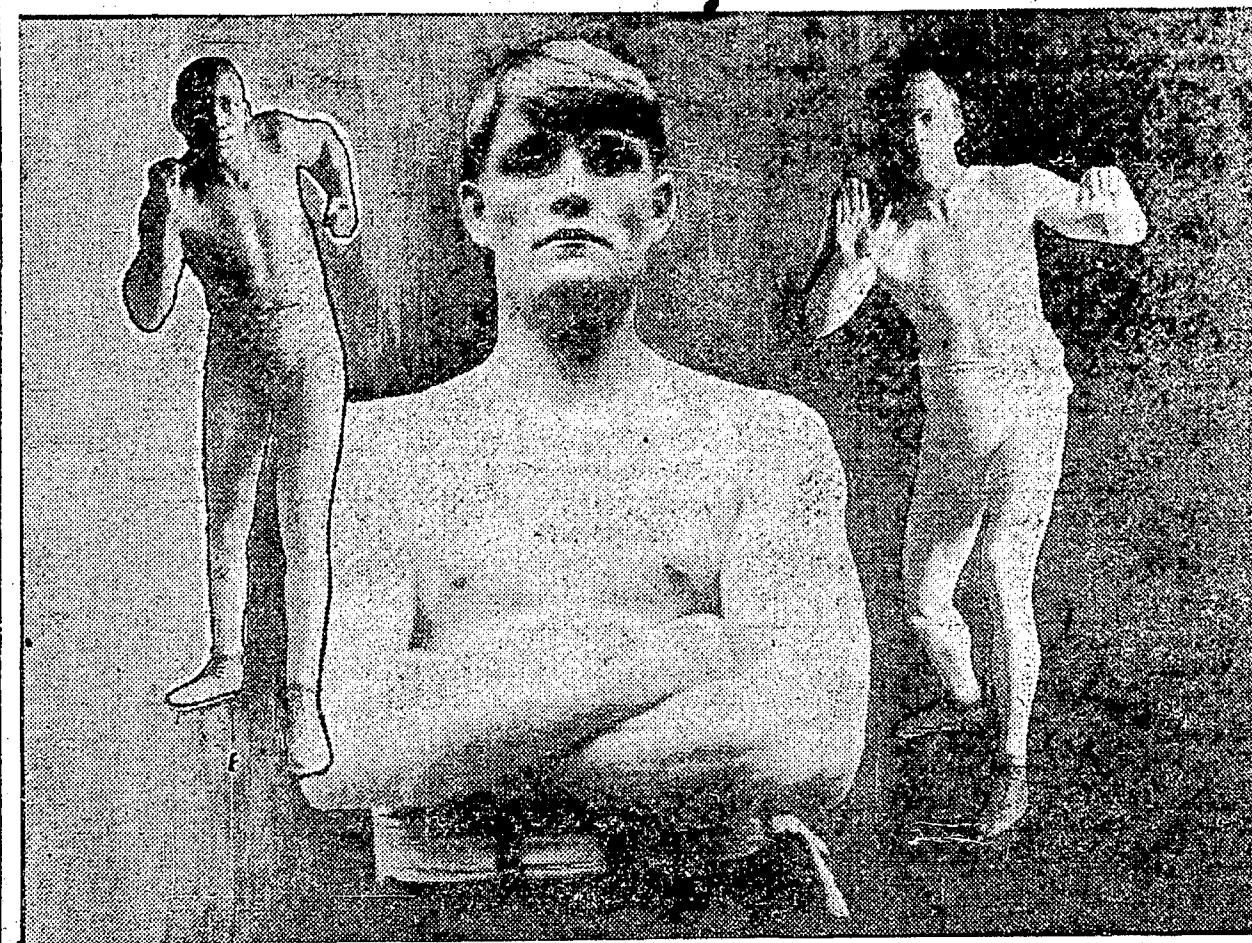
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Jack Johnson, Jim Flynn and Al Palzer, three heavyweights who are much in the limelight, but who at the same time are creating much laughter over their attempts to bamboozle the public.

TRAINER CHRISTIE  
HAS NUCLEUS FOR  
FAST TEAMUniversity of California Expect  
to Place Fast Track  
Team in Meets.

UNIVERSITY OF CALIFORNIA, Jan. 17.—With a nucleus of five intercollegiate record-holders to build the 1912 track team upon, Coach Walter Christie and Captain Kristinger have an excellent foundation for a good season on the oval.

Crabbe, Beeson, Shattuck, Allen and Woods, who are all registered in college this season, were responsible for upwards of 40 points in the big meet of last April.

In the half-mile, the hopes of the Blue and Gold are centered in Foulke. He made the distance in 2:01.8 in the Olympic Club championship meet last fall, but he was unable to place in the last meet with Stanford. O. R. Smith '18 is a consistent improver in this event. Two years ago he came in fourth in the big meet, and last year he won his letter by a grimly fought race.

Calkins, Meyer and Vitousek will be the mainstay in the 440. Calkins ran a fast lap in the winning relay team last April. Meyer was second to Dawson in the 1911 training. This is a remarkable situation as the squad usually suffers greatly from loss by graduation or otherwise.

In the hurdles California will suffer the loss of Donald, captain last year, who has completed four years of the varsity team. Dowd, the record-holder in the half-mile graduated in May. These two men are practically the only ones of great importance who will not be in spikes for spring training. This is a remarkable situation as the squad usually suffers greatly from loss by graduation or otherwise.

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BROOKLYN QUILTS THE  
GRAND CIRCUIT  
MEET

NEW YORK, Jan. 17.—By action of the Brooklyn Jockey Club today, New York will not get the Grand Circuit trotting meeting promised for next summer. When the Grand Circuit stewards recently allotted the days of August, 19-24, for a meeting on the Gravesend track of the Brooklyn Jockey Club, which was transferred into a track for light harness racing, it was stipulated that should there be any hitch in the arrangements the New York dates should be transferred to Rockingham Park, Salem, N. H.

Today the Brooklyn Jockey Club notified the Grand Circuit stewards that it withdrew its application for the dates named. The reason given was that the law making owners of tracks personally responsible for gambling on their premises would apply with equal force to a trotting meeting as to a running race meet. The Salem track, accordingly, will get the dates.

There has been a complete cessation of racing on tracks in the Metropolitan Circuit since a short time after the directors' liability law became effective.

San Francisco Leads in Revolver Shoot at Medford

MEDFORD, Ore., Jan. 17.—All the teams shot better in the American Sportsman Association's tournament held here yesterday. The scores were as follows:

San Francisco—Willett, 95; Fisher, 96; total, 191.

Fordland—Holahan, 92; Robertson, 91; total, 183.

Spokane—Poston, 95; Reid, 77; total, 162.

The teams shoot at Roseburg tomorrow.

OUTLAW LEAGUE HAS  
PLENTY OF CASH FOR  
BALL PLAYERS

NEW YORK, Jan. 17.—The newly formed United States League is in the baseball field for players with offers of high salaries, according to Pitcher Dick Rudolph of the Toronto team. Rudolph said tonight that a representative of the league offered him a three-year contract at a good salary. The statement was given at Toronto.

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BERKELEY SHOTS  
BEGIN MATCH AT  
RIFLE BUTTS

U. of C. in Long Distance Competition With Perdue and Michigan.

UNIVERSITY OF CALIFORNIA, Jan. 17.—A team representing the University in the Inter-Collegiate Rifle Shooting League matches has begun its contest for the league championship with competitors from Perdue University and the University of Michigan, which will continue during the week. The matches are under the auspices of the National Rifle Association of America, which has grouped the competing universities into Eastern and Western leagues. Every week, until the series is completed, each team will hold a match with another.

The two universities winning the greatest number of matches in their respective leagues will compete for the championship. Major Lewis is the judge of the weekly contests here. The team made the highest score in the rifle gallery last term have been picked to represent the university in the matches. They are: C. De Wolf, H. T. Carlton, R. A. Lee, E. Lyons, R. H. Monroe, J. A. Dias, and J. Roca, James Brinard, C. A. Hancock, George Jaderquist, alternates, W. E. Davis and J. P. Fisher.

With the drawing of the schedule games were allotted to San Francisco and Berkeley. The league directors see fit at any time they can allow Oakland to play what is called the home game. The league will be held at the University of California. A long time ago J. Cal. Dwing told the writer that Oakland was not to have any more baseball. He said that Dwing had been law and all signs point to the word still being law.

WILL NEW BALL SUIT?

After using the Clark Griffith Victor Reach and Spalding baseballs for seasons the Coast team has switched to the Goldsmith ball as the official one for the next five years to come.

It is predicted that the Goldsmith people offered more in the way of "bonus" in the way of balls, or perhaps the price per dozen will be lower. The league will be held at the University of California. A long time ago J. Cal. Dwing told the writer that Oakland was not to have any more baseball. He said that Dwing had been law and all signs point to the word still being law.

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## DIRECTORS

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## Tax Association of Alameda County, California

## MEMBERSHIP

Any taxpayer within the County of Alameda, State of California, may become a member of this Association by subscribing to these articles of association and by the affirmative vote of a majority of the Membership Committee. Public office holders either State, County or Municipal, shall not be eligible to office in the Association. Dues, \$3.00 per annum.

## OBJECT

"To correct existing evils and inequalities in taxation; promote economy in public expenditures; both State and local, and to formulate and announce the most progressive economic thought and administrative experience available for the correct guidance of public opinion, legislative and administrative action on all questions pertaining to State and local taxation."

## BULLETIN NO. 2

## Report on Office of County Recorder

## SAVING EFFECTED BY THIS REPORT.

The Saving to the County that will result, in my opinion, if the recommendations made in this Report are faithfully carried into effect, may be stated as follows:

Subject	Amount.
Dismissal of One Deputy @ \$1500	\$1500.00
Dismissal of One Deputy @ 1200	1200.00
Adoption of Typewriters @ 4 1/2 cts per Folio	9000.00
Restoring Compensation of Comparers to a Folio Basis	1000.00
Correcting Illegal practice of Keeping Fee Book. See "Loss to County No. 1"	800.00
Discontinuing position referred to under "Loss to County No. 2"	1200.00
Stopping Overpayment described under "Loss to County No. 3"	300.00
County Assuming Control of Daily Transcripts of Instruments. See "Private Business in a Public Office"	984.00

If Photography be used for Recording Instruments, there must be added an additional Saving of (See Page 6) 11,000.00

The Expenses of the Office for the Fiscal Year of 1910-1911 were \$70,546.30—of which the above Saving would amount to over 35%.

## CONCLUSION.

All the recommendations made herein are commended to your earnest support and should be faithfully carried into effect. The sincerity and integrity of the present Recorder is above question, and he has expressed a willingness to co-operate in reducing the expenses of his office. The situation of the office here has been inherited. Many men in public office would like to change present methods, but fear to take the initiative. The elimination of extravagance and unfitness and the reduction of our Public Offices to a strict business basis must be influenced by the Taxpayers themselves.

Very Respectfully Submitted,

L. N. KETCHAM.

Oakland, California, January 5th, 1912.

To the Executive Committee of the Tax Association of Alameda County.

Gentlemen:—In compliance with your wishes, I have completed a patient inquiry into the management of the Office of Recorder of Alameda County and respectfully submit this digest of my full Report dealing with the employment therein for your consideration. The Original Report, with 12 Tables attached thereto, is expressed in greater detail and is on file in the office of the Association.

The object of this investigation, as I have understood it, was to ascertain whether the Cost, Efficiency and Methods of the above office were for the protection and best interests of the Taxpayers—the taxpayers of this County.

This task has been performed without prejudice for or against anyone and with an eye only to the single purpose for which it was created.

The business of the office is internal, has no relation to outside matters and consists wholly of recording legal instruments, all of which are brought or sent to the Recorder.

These documents are received, fees estimated and collected, properly filed, classified, copied into the Record Books, compared, indexed, (about twenty-five specified indexes) registered in the mailing book and mailed to the customers.

These documents are combined with a record of Births, Marriages and Deaths, a monthly report of Deaths (outside of Cities) to the State Registrar, monthly Pay Rolls for the Auditor, keeping the Fee-Book, accepting fees with the County Treasurer, reproducing Old Records (done by Copyists), Expenses, Receipts and Cash Books, constitute 95% of the work of the office—Official correspondence is small.

The Statistics of the Office were not in form for ready compilation and required much labor on my part to obtain.

The statistics herein are believed to be conservative and the supporting Tables attached hereto should receive your careful scrutiny. These Tables are all my own, for nothing of the sort is kept in the office.

OFFICE. This office in my opinion is supported by its Fees. In practice it is not a burden to the Taxpayer, but it is steadily drifting behind the other public offices, increasing at a faster rate than its receipts. Table No. 1, covering the five Fiscal years between July 1, 1906, and July 1, 1911, shows this drift at a glance. The business of the first of these years, 1906-1907, was the largest in the history of the office and abnormal, owing to the San Francisco Fire in April 1906. The revenue then was \$100,000, but the county recorder's office, which was established in 1906 and 1911, in 1910-1911 nearly 50% increase—requires explanation. Excluding 1906-7, we still find a steadily increasing average cost per instrument from \$1.36 to \$1.54 in three years, a serious expense on an average of 44,631 instruments a year.

TABLE NO. 1. COST RELATIVE TO INCOME. As Compared With 1906.

Year	Total Expenses	Total Income	No. of Instruments	Average Cost Per Instrument	Increase or Decrease of Expenses Percent	Increase or Decrease of Instruments Percent	Increase or Decrease of Cost Per Instrument Over 1906
1906-1907	\$56,649.65	\$76,412.66	54,290	\$1.04	No Change	Decrease 29 %	42c
1907-1908	\$58,238.68	\$80,215.40	53,383	\$1.10	Increase 44 %	Decrease 19 %	42c
1908-1909	\$59,940.13	\$81,025.95	54,642	\$1.10	Increase 44 %	Decrease 19 %	42c
1909-1910	\$67,899.16	\$81,025.95	44,697	\$1.51	Increase 39 %	Decrease 17 %	47c
1910-1911	\$70,546.30	\$66,010.10	45,784	\$1.54	Increase 22 %	Decrease 15 %	50c

Cost per instrument 35c. If all recommendations herein are adopted, between 1906 (an abnormal year) and 1911 the cost per instrument rose from \$1.04 to \$1.54. Excluding 1906-7, the average cost per instrument rises from \$1.36 to \$1.54, a serious item of expense on an average of 44,631 instruments a year.

The receipts are less than the expenses is due not to the income (inadequate fees) but to a disproportionate expenditure, to an economic weakness in management.

OFFICE. The Legislature has directed that the County Offices of this State shall be open to the public from 9 a. m. to 5 p. m. each day, Monday to Friday inclusive, Saturdays 9 a. m. to 12 noon, and Sundays 10 a. m. to 12 noon. These hours, all the nine Deputy recorders now employed are permitted to observe. Allowing one hour for lunch, this makes 5 days of 7 hours and 1 day of 3 hours, or a total of thirty-eight hours for the week.

Over 40 people in this office. Copyists, are paid at a rate that enables them to earn a good wage in the morning but 25 cents an hour in the afternoon. This is a waste of money, and leaving from 12:30 to 4:30 p. m. This and its consequent loss to the County is fully explained under its proper division in this report.

Certainly the Legislature never contemplated a working week of 38 hours for Deputies much less for the Recorder. No other class in the community is so forced to work. They work less than their employers, the taxpayers. And to support these hours, the people of the County pay a large sum of money. The hours of the office force of Banks, Insurance Offices (General and Local), Wholesale Houses, Retail Stores, Factory Offices, Manufacturers' City Offices, and all other business establishments, range from 7 1/2 to 10 hours daily and from 1 to 6 hours on Saturdays. It is recommended:

1st. That there be established for every employee of every class a working day of 7 1/2 or 8 hours, as follows:

Monday to Fridays inclusive, 8:30 to 5:30.

Saturdays, 8:30 to 1 p. m.

2nd. That a time clock for employees be placed in the office.

3rd. That the Recorder himself examine the clock time sheets.

DEPUTIES. The Legislature fixes the No. and salary of the Deputies: It is presumed on the basis of the experience of the Recorder that the County should have 10 Deputies.

Your attention is respectfully invited to Table No. 2, for the five Fiscal years of 1906 and 1911, giving Volume of Business and Deputies employed therefor; where, with other data, is given the total number of Instruments, the Average No. monthly, the Maximum and Minimum numbers in any one month, No. of Deputies, Instruments per Deputy, and Salary of Deputies, all for each of the five years.

TABLE NO. 2. OFFICE OF RECORDER. Volume of Business and Deputies Employed Therefor.

Fiscal Year	Fees Collected	Av. No. Instruments Monthly	Min. No. Instruments Monthly	Max. No. Instruments Monthly	Total No. Instruments	No. of Deputies	No. of Instruments per Deputy	Salary of Deputies
1906-1907	\$76,412.66	4,524	3,539	5,712	54,290	5	10,858	\$7,333.00
1907-1908	\$80,215.40	3,199	3,674	3,838	53,383	6	8,898	\$7,000.00
1908-1909	\$81,025.95	3,629	4,204	3,390	54,642	6	9,107	\$7,121.25
1909-1910	\$81,025.95	3,711	4,507	3,711	44,697	5	8,939	\$11,855.33
1910-1911	\$66,010.10	3,815	4,215	3,460	45,784	9	5,087	\$12,900.00

The business of the office July 1, 1908 to July 1, 1911 was practically the same, varying less than 5%, yet the Deputies were increased 50%, from 6 to 9.

The first fact for attention is the fiscal year 1906-1907. The first three and last three months of this year were normal in volume of business, but the six months of October, November and December 1906 and January, February and March 1907 were abnormal, the largest, as stated before, of the office.

At this time the Recorder was allowed 6 Deputies by law. But the first nine months of this fiscal year he had but five Deputies, not availing himself of the sixth Deputy until April 1907, at the end of the abnormal period. The business of this year, averaging over 10,000 Instruments per Deputy, was really performed by five Deputies, and although hard worked, it shows what could and was done.

In 1907-08 and 1908-09 there was no difficulty whatever in performing the work with six Deputies, 1907-08 averaging 8,939 Instruments and 1908-09, 7,257 Instruments per Deputy, and this was done working but 25 cents an hour.

At this time (1909) the Legislature, for some reason, allowed 50% more Deputies, increasing the number from six to nine, and also raising the salary of the Chief Deputy from \$1800 to \$2100 a year.

In the three years between July 1, 1908, and July 1, 1911, the business of the office was practically the same, varying less than 5%. See total number of Instruments, Average No. monthly, and Maximum No. in any one month. And yet between July 1, 1907, and July 1, 1911, on an increase of business of less than 20% (33,383 to 45,784 Instruments) we have an increase in Deputies of 50% and in their total salaries \$5700 to \$12,900 per year.

The following would seem a conclusive comparison:

INSTRUMENTS.

Average No. monthly Maximum No. in any one month. No. of Deputies.

1908-09... 3,629 4,204 6

1911... 3,815 4,215 9

(10 months)

The duties of the Deputies are the same now as in the past five years.

The task allotted each one could be given here in detail. The work of each should and can be done in less than 7 hours, the present working day.

If the hours of the Recorder and his Deputies were reduced to 7 1/2 p. m. for Saturdays, it is hard to doubt but that six Deputies and the Recorder would be sufficient.

At the present working hours the author of this report is convinced that seven Deputies and the Recorder are sufficient to meet every necessity of the office for some time to come.

This would be the case should each work at least 7 1/2 hours daily and 4 1/2 hours on Saturdays—or a total of 60 hours yearly (33 hours on Saturdays) and the work be distributed accordingly.

It is the duty of the Recorder and his Chief Deputy, who are receiving \$4000 and \$2400 a year respectively, to be active in the real work of the office.

A total of seven Deputies instead of nine is recommended.

COPYING. The copying into the record books of the legal instruments is a most important matter. It is shown in Table No. 3, that between January 1, 1906 and November 1, 1911—5 years, 10 months—the cost has been \$168,665.50—ranging from 24 to 34 thousand dollars per year—being about 40% of the total expense of the office—and if this is added the cost of reproducing old records, for the past six years is over \$200,000 and amounts to nearly 60% of the total cost of the office.

Copying old records differs materially from copying current records and has to be treated in a separate section of this report.

LAW. The Recorder is invited to the exact wording of a State Statute as follows: "The Recorder shall be and he is to be the actual Recorder of the County, and he shall receive and record all documents and records in his office at the rate of 6 1/2 cents per folio for each paper or document so recorded." A folio in law is 100 words.

This statute does not make it mandatory upon the Recorder to pay 6 1/2 cents per folio—it only makes the cost to the County.

WRONG. During the past five years this has been the rate paid; in 1906, 6 1/2 cents per folio was paid. The policy pursued in employing copyists has been to accept the above rate as final and to divide the work among as large a number as possible who

could make a living at the rate, fully one-third of whom have been below an average degree of efficiency. See Table No. 5.

This has proven an expensive plan and wrong in principle.

Employment should not be based on the rate unless the rate is just to both employee and employer.

HOW RATE SHOULD BE DETERMINED. The first thing to do is to determine what is a fair compensation for this work, male and female, per month. Then from the record and experience of the office determine how many folios per hour represent an average efficiency. Multiply this by at least 7 1/2 hours a day's work and this by 24 as the number of such days in a month. This gives the number of average efficiency folios in one month and this divided into a fair monthly compensation gives the rate per folio that should have been paid.

On the subject Tables 4, 5, 6 and 7 should be considered together.

Table No. 4 shows in detail the hourly average folios for each of the past six years to range from 5 1/2 to 6 1/2 folios—when the range should have been from 7 1/2 to 10 folios per hour. See Table No. 7.

This and Table 5.

EXHIBITS.

Distribution of work among a large number, containing many of low efficiency who could earn a living wage at the high rate paid.

Instead of a smaller number of average efficiency upward, paid at a lower rate.

Calendar Years

Folios Copied

Monthly Average No. of Copyists

Monthly Average Folios per Copyist

Daily No. of Folios of hours 24 days in One Month.

Hourly Average Folios

Proper Hourly Average

1906... 529,373

1907... 545,920

1908... 436,223

1909... 467,508

1910... 422,942

1911 (to Nov. 1) 422,942

Table No. 5 shows the large proportion falling below average efficiency.

TABLE NO. 5. EARNINGS OF COPYISTS. To be Compared with Tables 4 and 6. Rate Paid, 6 1/2 Cents per Folio.

Calendar Years

No. in 1 Yr.

Per Annum

Per Folio

Per Annum

Per Folio

1906... 466

1907... 457

1908... 423

1909... 530

1910... 423

1911 (to Nov. 1) 423

Table No. 6 shows the excessive earnings made by efficient copyists when pressed to do so during October, November and December 1906, the largest three months in the history of the office.

Your attention is now invited to Table No. 7 showing the present situation in the corps of copyists, numbering over 40. Giving the actual number of hours worked each day by 40 copyists for eight recent consecutive days, as being from 4 to 6 hours each per day only.

They report from 9 to 10 hours.

These hours make 55 folios, averaging 5 to 10 folios per hour.

In these hours females write 45 folios, averaging 5 to 10 folios per hour.

At the rate paid, males make \$30.00 to \$50.00 per month and females \$70.00 to \$75.00 per month.

These records certainly establish the fact of a high rate—and an interesting condition when over forty persons in one office can make a fair monthly compensation at the expense of the County.

LOSS TO COUNTY IN LONG HAND. I now ask your careful attention to Table No. 8, which alludes to long hand copying only. It has been conscientiously drawn and every statement made is based on the actual human experience of the office.

LOSS TO COUNTY IN COPYING CURRENT RECORDS.

Let 100 equal Minimum Efficiency.

Let 100 equal Maximum Efficiency.

Copyists of 70% Efficiency can write 5 folios per hour.

Copyists of 80% Efficiency can write 6 folios per hour.

Copyists of 90% Efficiency can write 7 folios per hour.

Copyists of 100% Efficiency can write 8 folios per hour.

Copyists of 110% Efficiency can write 9 folios per hour.

Copyists of 120% Efficiency can write 10 folios per hour.

Copyists of 130% Efficiency can write 11 folios per hour.

Copyists of 140% Efficiency can write 12 folios per hour.

Copyists of 150% Efficiency can write 13 folios per hour.

Copyists of 160% Efficiency can write 14 folios per hour.

Copyists of 170% Efficiency can write 15 folios per hour.

Copyists of 180% Efficiency can write 16 folios per hour.

Copyists of 190% Efficiency can write 17 folios per hour.

Copyists of 200% Efficiency can write 18 folios per hour.

Copyists of 210% Efficiency can write 19 folios per hour.

Copyists of 220% Efficiency can write 20 folios per hour.

Copyists of 230% Efficiency can write 21 folios per hour.

Copyists of 240% Efficiency can write 22 folios per hour.

Copyists of 250% Efficiency can write 23 folios per hour.

Copyists of 260% Efficiency can write 24 folios per hour.

Copyists of 270% Efficiency can write 25 folios per hour.

Copyists of 280% Efficiency can write 26 folios per hour.

Copyists of 290% Efficiency can write 27 folios per hour.

Copyists of 300% Efficiency can write 28 folios per hour.

Copyists of 310% Efficiency can write 29 folios per hour.

Copyists of 320% Efficiency can write 30 folios per hour.

Copyists of 330% Efficiency can write 31 folios per hour.

Copyists of 340% Efficiency can write 32 folios per hour.

Copyists of 350% Efficiency can write 33 folios per hour.

Copyists of 360% Efficiency can write 34 folios per hour.

Copyists of 370% Efficiency can write 35 folios per hour.

Copyists of 380% Efficiency can write 36 folios per hour.

Copyists of 390% Efficiency can write 37 folios per hour.

Copyists of 400% Efficiency can write 38 folios per hour.

Copyists of 410% Efficiency can write 39 folios per hour.

Copyists of 420% Efficiency can write 40 folios per hour.

Copyists of 430% Efficiency can write 41 folios per hour.

Copyists of 440% Efficiency can write 42 folios per hour.

Copyists of 450% Efficiency can write 43 folios per hour.

Copyists of 460% Efficiency can write 44 folios per hour.

Copyists of 470% Efficiency can write 45 folios per hour.

Copyists of 480% Efficiency can write 46 folios per hour.

Copyists of 490% Efficiency can write 47 folios per hour.

Copyists of 500% Efficiency can write 48 folios per hour.

Copyists of 510% Efficiency can write 49 folios per hour.

Copyists of 520% Efficiency can write 50 folios per hour.

Copyists of 530% Efficiency can write 51 folios per hour.

Copyists of 540% Efficiency can write 52 folios per hour.

Copyists of 550% Efficiency can write 53 folios per hour.

Copyists of 560% Efficiency can write 54 folios per hour.

Copyists of 570% Efficiency can write 55 folios per hour.

Copyists of 580% Efficiency can



# OFFICIAL RECORDS

DEEDS FILED TUESDAY, JANUARY 16, 1934

32.12 ft to northwest corner of land in

17. thence north 93 ft to commencement, being east 40 ft of lot 18; map of portion of Millholland Park, Oakland; subject to mortgage of \$1000; \$10.

William A. Anderson (single) to Louis G. Tollestar, NE Perry at 50.95 ft northwest from

west corner of lot 7 thence northeast 200 ft to north corner of said lot 4; thence north-west 30, northwest 208.53 ft in a l or l curve by the center of the fence, eastward, being southeast half of lot 4, block T, revised map of Oakland Heights, Oakland; deed given to corporation.

Mildred E. and George B. Starr (husband) to Oakland School District (public corporation), lots 24, 26 and 28, block G, map of subdivision of land known as "The Oaks,"

Maria and Anna de Bettencourt Sisters of Manuel Joseph Bettencourt (deceased) to Manuel B. Maciel (married), commenced at west line of block 9, map of Eastern park, west line of street with north line of 40th st (Ever), thence north 120xW 40, lot 66, map of Whitehouse tract, all in city of Los Angeles, California, in estate of Manuel Joseph Bettencourt (deceased); \$5.

Caroline W. Ward (widow) to Chin Yee, S. St. Louis, Feby 1901, lot 2, block 25xS 100, lot 14, block 78, K's map of Oakland; \$10.

Sunford A. Liggins to Ella C. Liggins (wife)

beginning, thence northwest 60 ft to beginning portion of lot T, block F, map of Penland Heights, Oakland; \$10.

to H. W. Moore, lots 2, block 11, map of Peninsula Heights, Oakland; subject to electric franchise of Southern California Edison Co., Harbor Cities Realty Co. (corporation) to Augustus Sterenson (single), lot 43, block 11, amended map of Regents Park, Berkeley; \$10.

Richard M. and Matilde M. Lesley (v) to Hermann G. Schweiger, SE Shattuck road, block 10, south side of street, east line of Shattuck road, 108.88 to corner, east line of block 9, map of Eastern park, Newburg tract, Berkeley; \$5.

James L. (John) Leslie to Mary E. Leslie, of Newbury (widow), lots 39 and 40, block 10, amended map of Regents Park, Berkeley; \$10.

West Berkeley Land Company (corporation) to Harry E. Hamby, lot T, block 5, map of Regents Park, Berkeley; D and agt; \$10.

Henry A. and Christine S. Pieltner (wife) to Mary Woodcock (married) (separate property), lots 1 and 2, block 2, map of Briggs tract, Oakland; \$10000

C. Dippe (single) to Mary S. Lawrence (wife of Joseph H.), north of Lawton avenue (Third) at point distant north 63 degrees 53 minutes east 820.37 ft from east line of College avenue, thence north 63 degrees 53 minutes east 42.5 ft, north 28 degrees 20.1-3 minutes west 100 ft.

gluing, portion of block V. map of Vernon Park, Oakland; subject to contract in 1970 178, and subject to mortgage 88N(22); \$10. William and Marie Neergaard (wife) to Helen Ferrier (widow), S. School st 115.12 ft east from southeast line of Cap st, thence southwest 115.12 ft to west line of said lot, thence 115.12 ft to center line described as follows: Beginning on east line of said lot 5 at point 2 ft south from northeast corner of said lot, thence 115.12 ft to point on west line of said lot distant 115.12 ft from northwest corner of said lot, thence

thence west 37.30 ft to beginning, being portion of lot 3, block C, map of DeWolf tract, Oakland; \$10.

Moore (single) lot 21<sup>st</sup> map of city of Elmhurst, Oakland; D and agt: \$10.

Piedmont Heights Building Company (corporation) to Grace E. Nauton, lot 47, map of Fourth Avenue Terrace Extension, Oakland; D and agt: \$10.

W. G. lot 9, block M, Kelsey tract, Oakland; also south of Derby st 66 ft east of Waverly street, lot 10, block 11, map 11, also 34x8 100, portion of lots 7, 11. map 11 said: lot 11, block B, Blake tract, south portion, Berkeley; \$1.0.

Charles M. and Mary Martin (wife) to A. NE Ward and Walker state, east 30xN 100.

West Essex, town of, Essex county, \$10.  
Vera, Cecelia, Brooklyn township, \$10.  
V. A. Vandercrook to same, same property as above; \$10.  
Charles E. and Jessie Martin (wife) to Emma M. Collins (wife of D. E.), S Bridge at 240.25 west of Fruitvale avenue, west  
Berkley; \$10.  
W. A. and Anna J. Walker to same, 11 to 17 inclusive, block 5, map of Shaw 1 resubdivision of portion of block 5, Berkley; \$10.  
Karl H. Vesper to Alvin P. Vesper, W

Christine V. and A. Howkins (husband) to T. E. and Nettie M. Baldwin (wife), lots 19 and 20, block F, map of Rose Park tract, Oakland, \$10.

den. SE Olive st. at intersection wife southwest  
SE line of Pine st. southwest 44.00, southeast  
200, northeast 71.74, northwest 303.65, to  
beginning, being lot 1, block D, map of Melrose  
Tractor, Oakland; subject to mortgage of  
\$1300.

George Anderson to Mary Ann Andrews (wife)  
Mary E. Ann Luttrell J. Brown, Luband  
Trevor and Virginia E. Corry (wife) E. E.  
at 1000 southwest 1/4 of section 34, T. 12 N.,  
R. 10 E., S. 20 S., lot 8, block H, map of  
Park Episcopal of Alameda; \$10.

Laura V. and James Henry Davis (husband  
to Earlhand Lombard, N. Clifton avenue 16

C. map of West, cast 30xS 140, lots 24 and 25; block \$10.  
C. map of Henry subdivision of the Whittier & Brockhurst and Roland tract, Oakland. Benjamin and Elizabeth B. Lange (wife) John Hunt, south half of lot 8, map of I more Orchard tract, containing 7 acres, more county; \$10.

MORTGAGES

Anthony and Aune McMillan (wife) to Thomas W. and Raymond D. Price (both single), N. Lawton (Third avenue) 80 ft east of McMillan avenue, east 40xN 110, east 20 ft of lot 48 and west 20 ft of lot 47, map of Day View Terrace, Oakland; D and agt; \$10.

road Oakland to San Leandro, southwest 60x NW 110, lots 34 and 35, block 6, map of Briggs tract, Oakland; \$10.

John Benjamin Dixon to Elizabeth Dixon (wife), deed gift; northwest of 12th avenue (Pike st) 130 ft northeast of East 12th (Washington) street, Oakland; \$10.

revised map of Oakland Heights, Oakland; \$2000, 2 years, 7 per cent.

Margaret Williams (widow) to Emily Nicholson (widow), same property as re Emily V. Nicholson to Margaret Williams (widow); \$9000, 1 year, 6 per cent.

James S. Ryason (single) to Robert W. Emily V. Nicholson to Mary J. Lucken  
Hocken (married), intersection of southeast line of Terrace st with southwest boundary of lot 15, block B, thence northeast  $41\frac{1}{2}$  ft south  $62$  degrees  $40\frac{1}{2}$  minutes east  $35$  ft  $m$  l to line dividing lots 12 and 16, block B, thence south

to benefit degree of lawlessness or ineffectual-  
ness; 8 degrees 20% decrease from base  
signaling the north 83 degrees 25' minutes  
west, 10.10 ft m or i to beginning, being por-  
tion of block B, map No. 1, Highland Terrace,  
Oakland; also being portion to wit the south  
41 1/2 ft of land in deed to Ryason Jan. 29, 08,

Oakland;  
C. Diippo to Mary S. Lawrence and husb-  
and; \$1035.50, 1 year, 7 per cent

Mathias and Bertha Olsen (wife) to A.  
Knudsen, southeast of 24th avenue 80 ft x  
west of East 16th st, southwest 30xSE 1  
portion of block D in Peter Bernarsson's

[illegible][illegible]

No. 2, Oakland: \$10.  
Cliff O. and Frances Bickell (wife) to W. A. Sleep (single), southeast of Taft avenue 320.04 ft east of College avenue, thence northeast 40xS 100, lot 89, map of Woodlawn Park, Oakland: \$10.  
Little Frances Witham (wife) to

of lot 21, map of Valley Crest Gardens, Eden township, containing 2.71 acres m or l, the division: line being a line running east and west parallel with north and south line of lot 21 dividing said lot 21 in equal halves; to W. C. F. A. and Rose H. Stanley (wife) to F. C.

J. D. Roderick to Pasquale Brosclun, quit claim deed; lots 37 and 87, map of Oakland Prospect Homesteaded, Oakland; \$2.  
Gustavus S. Smith to Ada Hill Smith (wife) deed gift; southeast of 6th avenue 100 ft northeast of 15th st., northeast 37-6xSE 130, intersection with line drawn east from beginning and parallel with 62d st., thence west 100 ft to beginning, being the unplotted portion of block 1378, map of Polfrier tract, Oakland; \$2500, 1 year.

Same as above, deed gift; southeast of 9th avenue 100 ft southwest of E 20th st., southwest 50xSE 150, lots 7 and 8, block 117, map of Brennan estate property, East Oakland.

H. C. Morris to Frank Herten, quitclaim deed; lots 9 and 10, block 11, map of Warner

Frank and Elsie Herren (wifes) to Mattina  
R. Levin (widow), same property as above;  
\$10.  
Sanford Investment Company (corporation) to  
Henry and Cynthia Smith (wifes), lot 17, block  
B, map of Sanford tract, Brooklyn township;  
\$10.

**Our Solicitor**

Same to same, S East 27th st and 24th ave,  
east 40xS 100. lot B, map of Butler tract, Brook-  
lyn township; \$10.

H. D. Brown (single) George B. M. and  
Alice M. Gray (wife) to Russell S. Chadbourne,  
lots 1, 2, 3, 4, 5 and 6, block C, map of Bella

Wickham Havens Inc. (corporation) to Wickham Havens, lot 11, block 8, map of East Piedmont Heights Extension, Oakland; subject to right of way for sewer; D and agt; \$10.  
George B. M. and Alice M. Gray (wife) to Russell S. Chadbourne (single) lots 1 to 3 in-

G, 7, 8, 16, 17, 18, block D, lots 1 to 8 inclusive, and 15 to 20 inclusive, block E, lots 1 to 7 inclusive and 11 in block F, lots 1 to 10 inclusive, block G, lots 1 to 4 inclusive and 11 to 14, inclusive, block M, map of Clinton Monard tract, Oakland; second, lots 1 to 13 inclusive,

**CLASSIFY**

John L. Stewart (single) to Anita Mier (single) SE Adeline st at intersection by north line of lot 83 of Santa Fe tract No. 20, said point being north 10 degrees 30 minutes east 70.58 ft from north line of MacArthur st. thence east 115.11 ft to said intersection. The above is the



## Oakland Tribune

Member American Newspaper Publishers' Association.  
Exclusive Complete Associated Press Service for Greater Oakland.

**M. C. CHAPMAN,**  
President and General Manager.  
**JOHN P. CONNERS,**  
Vice-President, Editor, General Manager and Managing Editor.  
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Supt. Mechanical Departments.  
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**SAN FRANCISCO OFFICE**  
635 MARKET STREET,  
Monadnock Building,  
Phone Kearny 5810.

Berkeley Office, 2142 1/2 Shattuck avenue, next to First National Bank, phone Berkeley 130.

Alameda Office, Schneider's Stationery Store, corner of First and Santa Clara streets; phone Alameda 559.

Fruitvale Office, Dawson's Drug Store, Fruitvale avenue and East Fourteenth street; phone Merritt 7.

Melrose Branch Office, Eagle Drug Store, corner Forty-second and Broadway streets; phone Merritt 58.

Pittsburg Branch, Calvey's Drug Store, East Fourteenth and George streets; phone Merritt 58.

Richmond Branch, E. W. Edwards, drugist, East Fourteenth street and Bay View avenue; phone Richmond 74.

Richmond Branch, Edwin Pascoe, 921 Mendocino street; phone Richmond 108.

San Jose Branch, 25 North Second street; phone Main 1478.

Manager, Foreign Advertising, William Lawrence & Co., 200 Broadway, New York; phone New York 1000.

Twenty-sixth street, Chicago—Harold Trust Building, Will T. Cresser, representative.

A file of THE TRIBUNE can be secured at the office of Messrs. E. and J. Hardy & Co., 50-51 1/2 First Street, London, N. W., subscriptions and advertisements received here.

**TO SUBSCRIBERS**  
Subscribers failing to receive their paper within a reasonable hour after publication will please report the same to THE TRIBUNE Office by telephone, and a special messenger will be dispatched with a copy of THE TRIBUNE at once.

Manuscripts or photographs submitted to the editorial department for consideration must have stamps enclosed to ensure their return of same not accepted.

**MORNING TRIBUNE**  
Entered as second class matter February 11, 1908, at the Postoffice at Oakland, Cal., under act of Congress March 3, 1879.

**LOST AND FOUND**  
CAMEO brooch; heirloom; Monday evening. Return 1805 9th ave.; reward.

FOUND—Gold-handled umbrella. Apply at office of Washington Market, 9th and Washington, Oakland.

FOUND—Setter dog, Berkeley license No. 1026. Owner call 1576 34th st.

LOST—Around 21st and San Pablo, a large gentleman's watch, 1115 21st st. Reward. 1724 6th st., West Berkeley; reward.

LOST—On Telegraph avenue, bet. 25th and 26th, East Bay, a suitcase, a jet black carrying bag, a 399 Telegraph ave. and a 399 in evening; reward.

LOST—Jan. 15, small female fox terrier, brown spot, silver collar; reward. 635 51st st.

LOST—Tuesday morning, a rhinestone pin, silver mounted. Return to 635 11th st.; reward.

LOST—Silver chain purse on E. 14th st., car about 3:30. Return to 1423 12th ave.; reward.

LOST—Brown water spaniel, San Pablo, between 28th and North Oakland; answer to 519 28th st.

LOST—White Spitz pup, 4 months old. Return to 2632 E. 18th st., Fruitvale; phone Merritt 448; reward.

LOST—An Eastern Star pin, bet. Oakland and Alameda. Phone Alameda 1837.

PARTIES who were seen to pick up muffs on Melrose train Monday will return same to 2545 E. 24th st.; no questions asked.

STRAYED from Ransome-Crummey Co. quarry at Leona Heights, a white horse about 10 years old, weight 1400 lbs. Finder, please notify Ransome-Crummey Co., Stradville Bldg.

**MASSAGE**  
AAA MISS BERNARD—Steam baths and electric massage; Van's Mexican hair restorative; select patronage only. 417 15th st., Oakland.

AA—MISS VERA COLLINS gives general massage, steam baths and tub baths; one call means another. Don't mistake this number, 11 Telegraph ave.

ALCOHOL message. Room 3, Brunswick Hotel, 6th Washington; Miss Hermann.

AAA—VIBRATORY and alcohol massage. Kitty Haskell, r. 11, Port H. Co., 462 9th st., Oakland.

AA—MISS BELLE LESLIE, "massage," 5125 24th, room 7, Hotel Avery.

ALCOHOL treatment given by German lady, 473 8th st., room 4.

ALCOHOL message. Room 19 and 20, 469 1/2 2nd st., Hotel Lloyd; Miss Wilson.

BATHS and scientific massage. Room 15, The Astoria, cor. 8th and Washington.

CABINET baths; 31 tub baths, 60; warm rooms; closed Sunday. 362A 12th, rm. 2.

FOR SALE—Massage, steam and tub baths, 7 rooms; only first-class patronage; best location; established 4 years. Box 1991, Tribune.

LULA CIRCLE—Hot salt water baths and massage; private flat. 419 15th st.

LEON BUILL—Massage and baths. 1165 1/2 Washington, room 25.

MAY RICHARDS—Alcohol and magnetic massage. 528 12th st., rm. 202 2d floor.

MABEL CLIFFORD, massage. 518 Broadway, cor. 8th, suite 17.

**CARPET CLEANING**  
A. LESTER—Gold medal steam carpet cleaning; all work guaranteed. 256 34th, phone Oakland 4184; res., A. 4776.

ALAMEDA County Steam Carpet Cleaning Works, 2034 Alameda, phone Oakland 2034. A 334—All work guaranteed.

MATHEWSON Carpet Cleaning Works, 345 E. 12th st.; phone Merritt 585.

STATIONARY and vacuum cleaners at 110 Bacon Bldg.; phone Oakland 1374.

**DAY AND CONTRACT WORK**  
LANDSCAPE GARDENERS.  
PAUL HEINDORF & CO.,  
Specialist in moving trees,  
555 10th st., Oakland.

**NOTARY PUBLIC**  
AA—V. P. STRATTON, notary public; money to loan. Tribune office, 8th and Franklin; phone Oakland 528.

## MEETING NOTICES

NOTICE—The Order of Californians will meet at Lincoln Hall Wednesday, 8 p. m., January 17. Organization Oakland Lodge No. 4. T. O. HUR DUNNING, Supreme Organizer, 1020 Broadway.

## PERSONALS

## AA—Spirit Medium

I DO HEREBY SOLEMNLY AGREE AND GUARANTEE to make no charge if I fail to call you by your name. I promise to tell you whether your husband, wife or sweetheart is true or false; tell you how to gain the love of the one you most desire, even though miles away; how to succeed in business, speculation, law suits; how to gain youth, health and vitality; remove influences, cure dental habit, located treasure, cure all nervous diseases. REV. J. BROWN TELLS ALL. Never asks a question. Consult this great clairvoyant. Permanently located in private home. The wise use of every means to compass victory! Thousands helped. Special reading, only 50c, from 3 to 9. 727 14TH ST., NEAR BRUSH.

**AAA—PROF. J. E. SHAW**  
clairvoyant, true and reliable, tells your full name, gives advice upon all affairs of life, love, marriage, divorce, business, adjusts family troubles, will, estates, removes evil influences, reunites those separated. Full readings, 50c.  
HOURS, 9 A. M. TO 9 P. M.  
572 12th st., next Orpheum Theater.  
REMEMBER NAME AND NUMBER.

A merchant would not think a woman very wise if she purchased a yard of silk for a gown than she needed—even if it were very fine silk. Nor is the merchant wise to purchase a column less even if it is very fine advertising space—and costly.

ANY poor girl in need of a friend, a home or advice, is invited to call or write the matron of The Salvation Army Home, Beulah Heights, Cal.; phone 4241.

COMFORTABLE home for old people and invalids; chronic cases taken; by week or month. 171 E. 14th.

GAS Consumers' Association reduces your bill 15% to 30%. 358 12th st.

L. S. CLARK, Atty.-at-Law, 551 Jackson st.—Consultation free; open evenings.

MMB—DE SALONIKA, clairvoyant, card reader. 817 Clay st., near 8th.

## HELP WANTED—MALE

AUTOMOBILE engineering school, 67th and Adeline sts., Oakland; driving and repairing.

AMATEURS wanted; no children. Apply Princess theater, Ellis st., near Fillmore, San Francisco, bet. 1 and 4 p. m.

A PERMANENT job for competent gardener who has been in the business on easy terms. Box B-271, Tribune.

AGENTS, solicitors, at 275 8th st., room 5; something new.

BOY 14 for Saturday mornings. Call before 8 or evenings after 8, 694 36th st.

BOY about 15. Call mornings before 8 or evenings after 8, 694 36th st.

FIVE steady men to learn cigar trade; good wages while learning. 111 8th st., near Mission, San Francisco.

GENTLEMEN or ladies for fraternal protection work; meet the best people; \$5 or more a day; large and growing order. Call 308 Bacon Bldg., 9-12 a. m.

LIVE MAN to drive laundry wagon; cash bond required. Box B-266, Tribune.

WE locate efficient people for responsible clerical positions and secure desirable positions for efficient people. 285 Bacon Bldg., Oakland 528.

WANTED—Industrious, single man; wages \$30 weekly; experience unnecessary; \$160 required. Call 921 Broadway, room 15.

WANTED—4 carpenters or cabinetmakers accustomed to scraping varnish hard on floors, 1115 21st st., Oakland; apply Pullman shop, Richmond.

WANTED—Boy for meat market, one who is not afraid of work and who is familiar with the business. 4553 Telegraph ave.

WANTED—Hustling salesman; chance for advancement. 410 San Pablo ave., bet. 18th and 19th.

WANTED—Boy with wheel for meat market. Apply 2127 Grove.

WANTED—Ten high-grade salesmen for permanent positions. 514 Thayer Bldg.

YOUNG man as collector in collection agency; state reference and salary expected. Box 2208, Tribune.

## LIQUOR CURE

MEN TAKE NOTICE—Liquor cured in three weeks at small cost by Connelley's Liquor Cure; in past 18 years over 10,000 cases successfully treated; ask for testimonials. 1127 25th ave.

## HELP WANTED—FEMALE

AT THE Success, 1235 Broadway, room 21. First-class cooks, \$30; second-class, \$25; second girls, house girls \$35 and \$40. Phone Oakland 737, A. 3018.

A COMPETENT girl for cooking and general housework; must be good cook; good wages. Apply 1902 Telegraph.

AMATEURS wanted; no children. Apply Princess theater, Ellis st., near Fillmore, San Francisco, bet. 1 and 4 p. m.

A WIDOW with one child as housekeeper in small family; good home, small wages. Call after 6 p. m., 928 60th st.

BERKELEY New Employment Office—Good cooks, first and second girls, girls for general housework. 1128 Bancroft way, phone Berkeley 637.

COMPETENT help wanted. Mrs. Nelson's Employment Agency, 1256 Broadway; phones Oakland 1946; A. 5664.

ELDERLY woman; light housework, care of sick lady. 108 Chase st.

FIVE salesladies, ages 20 to 40; permanent employment. 614 Thayer Bldg.

GIRL or woman for light housework; no washing; small family; wages \$15, 5390 Dover.

GIRL for cooking and assist in housework; four adults, 500 Lake Park ave.; phone Oakland 4300.

GIRLS to learn telegraphing, salaries \$53 to \$200, at 1106 Broadway, room 39.

JAPANESE employment and housecleaning office. 319 7th st.; Oak. 3916, A. 4703.

MIDDLE-AGED woman for general housework; must be good cook and laundress; reference; sleep at home; \$30-\$35. Phone Piedmont 955.

RESPECTABLE elderly lady can have pleasant home in exchange for light services. 1319 84th ave.

REFINED, intelligent girl to care for child of 3 in the afternoon; references required. Phone Piedmont 4072.

STENOGRAPHER wanted for general real estate office; state references, etc., salary expected; phone. Apply in own handwriting and typewritten letter to Real Estate, Box 2217, Tribune.

SCHOOL GIRL to help in small family. 2123 Durant ave., Berkeley; phone Berkeley 4862.

TWO trained nurses, \$50 found; practical nurses, cooks, waitresses, chambermaids, etc., for general housework. W. E. B., 1256 Broadway, Oak. 5359, A. 4959.

TWO lady collectors, best propositions in city. Call at 600 14th st., Oakland.

WANTED—Experienced woman for cooking and housework; wages \$10, 2725 Broadway, Berkeley; phone Berkeley 4636.

## Eighteen Hundred

to the Good

There Is

No Question  
as to Results  
When You Use  
The Tribune

First 14 days of January, 1912, over January, 1911,  
shows gain in advertising patronage of over 1800  
inches of space.

THE TRIBUNE CARRIES advertising  
announcements of ALL the Oakland  
merchants. At 40,000 firesides every  
evening.

## HELP WANTED—FEMALE

(Continued)

WANTED—Good girl for cooking in private family; some housework. 2317 Prospect, near Bancroft. Telephone Berkeley 6016.

WANTED—A young willing woman to do washing and house cleaning. Apply at once, 5109 Vicente st.

WANTED—Girl for dressmaking parlor, who thoroughly understands ladies' coat tailoring. 729 Madison st.

WANTED—A competent girl for cooking, general housework and washing; references. Phone Oakland 5711.

WANTED—A lady to do fancy pressing. Call Domestic Dry Works, 321 6th st., near Webster.

WANTED—Girl for general housework; wages \$25. Call 918 10th st.

YOUNG girl or woman to assist in light housework; good home; \$2 a week. 1233 E. 28th st.

\$2.50 DAY paid 1 lady, each town, to distribute free circulars, take orders, for concert, as receiving and shipping clerk, desires a position of any kind where there is an opportunity for advancement. Address J. P. T., 3018 Buchanan st., San Francisco; phone West 7855.

A SCANDINAVIAN, 28, married, speaking English, German and Scandinavian languages, seeks position as salesman in retail or wholesale house. S. Schmidt, 614 15th st., Oakland.

A YARD-MAN or hostler, also experienced horseman, butler or janitor, wishes position; willing worker. 1156 Campbell.

AUTOMOBILE MECHANIC will call; clean or repair private cars; best references. Stoker, 611 7th st.; phone Oakland 1849.

A JAPANESE cook or waiter, with many years' experience, wishes position in small family. G. Tama, 1835 San Pablo ave.; phone Oakland 2276.

BOOKS audited and handled monthly under contract, also systems installed; very reasonable rates arranged. Phone Merritt 3381.

BOY, 16 years old, wants work. Call 6174 10th st.

CHAUFFEUR wants position in Oakland; private family; experienced; two years on Kissel Kar; single, sober; best references; no objections to leaving city. Box 91, Tribune, 683 Market st., San Francisco.

CARPENTER, framer and finisher; store fittings a specialty; day or contract; quick work. 1335 13th ave.; phone B. 1384.

CHINESE, family cook, \$50. Chin Leung, 351 8th st.

FIRST-CLASS family cook wishes position in family or boarding house. Phone Oakland 8755.

GERMAN bartender who is willing to do porter work, wishes position in city or country. 251 6th st.

JAPANESE, good cook, wants position in hotel or hotel. Frank, phone Oakland 3716.

JAPANESE want job cleaning automobiles, by day or week. George Abe, 1208 E. 12th st.; phone Merritt 3352.

NON-UNION plumber wishes position in city. Address Box 74, Tribune, 683 Market st., San Francisco.

PAINTER, paper-hanger and tinter wants work day or contract; all tools. Phone Oakland 8904.

PAINTING, tinting, varnishing done by day or job. Phone evenings, 6 p. m., Merritt 3586.

STRONG German boy of good family, wishes to learn a trade; has gone to High School 14 years. Address 1719 7th st.; phone Oakland 451.

SKILLED mechanic wishes position; will consider other work. P. O. Box 357, San Leandro.

WANTED—Any number of books or accounts to handle monthly, or audit. Ganutt Huber Co.; phone Merritt 3381.

YOUNG man wishes collecting or other work to do, on Mondays only. Box 1189, Tribune.

## SITUATIONS WANTED

FEMALE

A COMPETENT woman wants cooking and general housework; wages \$30-\$35. Box 2247, Tribune.

BY young woman, to take care of two-year-old child or older, during afternoons. Address Mrs. C. A. G., 6080 Colby st.

COMPETENT young woman wishes position as cook in private family. 821 13th st., care Rev. Lind; phone Oakland 8149.

COLORADO lady wishes work by month in small family; wages \$30 to \$35. Phone Oakland 6693.

DRESSMAKER, formerly of Boston, would like few engagements by day; \$1.00 per day; references exchanged. Phone Oakland 6100.

DRESSMAKER, first-class, will make dresses of all kinds for \$10; tailored and evening. 245 Telegraph ave., Apt. 10.

## SITUATIONS WANTED.

(Continued)

DRESSMAKER, experienced, wants sewing in families; \$1.55 day. Phone Oakland 7289.

DRESSMAKER wishes engagements by day in families, \$1.75 and \$2 a day. Phone A. 978.

EXPERIENCED young woman wants place in delicatessen, bakery, cafeteria, small store or restaurant, or housework by the day; 8 hours, 6 days. Phone Oakland 4863.

EXPERIENCED German lady wishes housework; age 35 with daughter 12; no objection to country. Box 2252, Tribune; phone A. 1188.

ELDERLY lady with daughter wishes position as housekeeper for widower's family; country preferred. Box 1190, Tribune.

FINNISH girl wants position of housekeeper. Apply 2156 7th st., W. Berkeley.

GERMAN woman, first-class cook and housekeeper, wants position; best reference. Box 2220, Tribune.

GOOD woman wishes cooking and housework; references. Phone Oakland 737.

LAUNDRESS wishes washing, ironing and sweeping by the day. Phone Piedmont 1828.

NEAT young lady wishes to learn dressmaking in first-class establishment. Box B-270, Tribune.

PLAIN and children's sewing done, cheap; also work by day, \$1.50 and car fare. Box 2245, Tribune.

RELIABLE young woman with child 3 years wishes situation, housework; small wages. 1223 Broadway; this afternoon or evening.

WANTED—By competent woman, clerk in grocery store or waitress; some experience. Box B-234, Tribune.

WANTED—By day or hour, work as ladies' maid or light housework. Address Box 2284, Tribune.

PRACTICAL nurse wishes maternity cases; references. Merritt 2369.

YOUNG woman wants situation; upstairs work or care of children; wages \$30 to \$35. Miss Tenger, 1266 Grove st., upstairs; phone Oakland 6930.

YOUNG lady would like position as saleslady in picture store; have had 2 1/2 years' experience; understands taking orders for framing. Box 2252, Tribune.

YOUNG woman wants second work or light housework. 1730 10th st., West Berkeley.

**AGENTS WANTED**  
AGENTS wanted for stencil paint business; must be reliable; no experience necessary; good salary; permanent position. 1115 21st st., near Grove, or phone Berkeley 1137.

WANTED—Ten country agents who can pay their own expenses for the first two weeks; a chance to make big money. Swedish Rheumatic Remedy Co., 1157 Washington st.

WANTED—Two high-class real estate salesmen for our city department; the right kind of a proposition for the right kind of men. M. T. Minney Realty Co.

**SALESMEN—SOLICITORS.**  
WANTED—Three life insurance stock salesmen; 4 months' contract; A1 proposition; character desired. Call at Slattery's, Berkeley. W. T. Moore, general agent.

WANTED—Two good hustlers for soliciting work; silverware and household furnishings; good opportunity. Call Barlow & Co., 356 12th st., Oakland.

3 A1 SOLICITORS, salary or commission. 600 14th st., Oakland.

**HORSES AND VEHICLES**  
A GOOD horse, city broke, standard bred, kind, absolutely safe, will accept \$100, quick sale, having no room to keep. Call 2127 34th ave.

TOP HUGGY in good condition; this is a bargain, as I have no use for it. Call 1217 Center st.

WANTED—Driving horse, 1000 lbs. to 1200 lbs.; must be good traveler; sound, gentle and price reasonable. Phone Piedmont 2422 after 6 p. m.; 119 65th st., Oakland.

FOR SALE—4-year-old pacer; good horse, buck and surrey; 1300-lb. work horse and 3 good saddle horses. 1081 5th ave., rear; phone Merritt 1107.

FOR SALE or rent, small mule and wagon. Call 760 59th st.



## ROOMS AND BOARD

(Continued)

BOARD and room in private family. 1274 Webster st., near 14th st.; phone Oakland 4765.

BOARD and room, or day board; everything new; good home cooking; private family; close in. 123 13th st.

DESIRABLE sunny room, private board; house; excellent table; reasonable; references. 658 14th st.

FIRST-CLASS board and room; home cooking. 1289 Allee st.

BENTLEYMAN can find good home in German family; references. 5127 Telegraph ave., near 35th.

HOTEL CLARENDALE, 1315 Webster—Room with running water, suitable for two, also single room, with meals; reasonable rate.

LARGE front room with heat and board, for two. 1803 Castro, cor. 15th.

NEWLY furnished room with board, sleeping porch; close in. 1306 Webster st., cor. 19th; phone Oakland 6560.

NEWLY furnished rooms with board in private family. 2301 Fulton st., Berkeley.

ROOM and board; home comforts and cooking; near 12th st. Key Route. 1004 10th st., cor. Elbert.

SUNNY room, suitable for couple or two single; excellent board. 1204 Madison; phone Oakland 2935.

SUNNY rooms with board. 920 19th st.

TABLE BOARD by the week. 614 16th st., near Jefferson.

## ROOMS AND BOARD

(Continued)

TWO meals and room in house that is steam-heated, also hot water; state price. 2440 E. 14th st.

## CHILDREN BOARDED

INFANTS well cared for; good homes; best of references. Phone Merritt 3240.

## HOUSEKEEPING ROOMS

AT 1154 Bush st., cor. 13th, sunny, clean and airy front room, furnished complete for housekeeping, with bath, phone, gas, linen free; from \$1.50 to \$4 per week; block Key Route and car.

A NEWLY furn. suite of 2 or 3 rooms; regular kitchen; phone; Key Route. 234 East 14th st., near 24 ave.

AAAA—Large front sunny furnished housekeeping room; \$2.75. 558 16th st.

COMPLETELY furnished, modern 5-room sunny upper flat; lake view; free water, gas, electricity, phone and electric vacuum cleaner; near Key Route and seven car lines; rent in exchange or table board for two. 1240 First ave., East Oakland.

ELEGANTLY furnished housekeeping suite. 2315 9th ave., cor. E. 23d; phone Merritt 2555.

FURNISHED housekeeping rooms, large bath, every convenience. 711 5th st., cor. Market.

FURNISHED housekeeping rooms, all conveniences. Call 511 18th st.

LARGE, sunny room, regular kitchen; every convenience; rent reasonable. \$19 Filbert.

LARGE, sunny rooms, regular kitchen, coal grate. 1010 Market, corner of 11th.

DNF, two and three rooms for housekeeping. 541 22d st., bet. Grove and Telegraph.

SUNNY housekeeping rooms, one \$2.50; three, \$18; bath, convenient, central. 676 10th st.

TWO sunny front apts., \$12-\$14; free electric lights, bath, laundry, near Key Route. 1775 Grove, cor. Sycamore.

TWO housekeeping rooms. 423 Edward st., near Telegraph.

TWO unfurnished housekeeping rooms in bungalow; near Key Route. 634 24th st.

## APARTMENTS TO LET

AAAA—WHY KEEP HOUSE? Costs less, no worry, at Key Route Inn.

Oakland's only Class A family hotel. Exceptional low rates, apts., either plan, electric lights, bath, laundry, near Key Route, lobby, massive fireplace, beautiful lawns, children's playgrounds, only hotel having three important features. Ideal for K. R. trips from city and suburbs. Absolute fireproof protection. Most seen; inspection invited. Excellent table; special Sunday dinner with wine, \$1.

AA—Morgan Apartments

Handy down-town location; 3-4-5 rooms, unfurnished; steam heat, hot water; modern; low rates. Corner 19th and Franklin; ring bell No. 4 on premises; phone Oakland 5556.

A—Maryland Apartments

Most reasonable of modern apt. houses; 1-room apts., \$25 up; 2-room apts., \$30 up; 3-room apts., \$35 up; each with bath, free electric lights, bath, laundry, near Key Route, N.W. cor. 32d and Telegraph ave.

AA—NEW, ELEGANT

FREDERICK APTS., 41ST AND TELE. AVE., AT STATION; 2 AND 3 ROOMS, VERY ATTRACTIVE, REASONABLE, CONVENIENT, YOURSELF.

A—Granada Apts., near 14th

Newly furnished, modern, 2, 3 and 4 rooms; references.

At Elsmere Apartments

Two and three rooms, thoroughly up-to-date, with sleeping porches. 309 19th st.

ARCO APARTMENTS

Have quality and quantity with everything essential in a high-grade house. Madison and 14th; phone Oakland 6531.

AA—SAFETY APARTMENTS

Modern, very reasonable rates; 1, 2 and 3 rooms. 223 San Pablo; Oak. 2995.

L HOME by Lake Merritt; handsome furn. apts.; Key Route 2 blocks. "THE LAKE SHORE," 376 Lakeshore Blvd., Mer. 1716.

SUENA VISTA, Brush, near 18th—Finely furnished; near Key Route; reasonable; central.

## PERALTA APARTMENTS

Finest apartments in Oakland; central location; one block from Key Route, 3 blocks from S. P. 255 14th, rooms, grill attached. 15th and Jackson sts.

ARK VIEW APTS., cor. 9th and Madison; phone Oakland 5099—New, strictly modern 2-room furnished apartments.

IAN PABLO APTS., 1007 San Pablo ave., phone Oakland 1148—2, 3-room furnished apartments; low rate; near Key Route.

HREE—ROOM classy, unfurnished apartment, the sunniest and choicest in this city; two wall-beds, open fireplace; absolute privacy; magnificent view, abundant closet room; gas range; rent very moderate. The Del Earl, corner 11th and Fallon.

HREE—ROOM sunny apartment; modern; gas, electricity; yard; on car line, near Key Route. 5948 Telegraph ave., corner Rose.

HREE new room, unfurnished apartments. 2411 st.

SPRINTERS 3-room apt., steam heat, hot water. Valdez Ave., 375 25th st.

## STORES AND OFFICES

TORRE for rent 5th ave. transfer point; fine location for drygoods and notions. B. H. Welch & Co., 5th ave. and E. 19th st.

## STORES AND OFFICES

(Continued)

PART of store; choice down town location; suitable for gloves, corsets or ladies' wear; excellent opportunity for hair goods and manufacturing; fixtures furnished; rent reasonable. Box B-274, Tribune.

REAR of basement for rent. Apply at No. 1018 Broadway, Oakland.

STORE to lease; long lease, cheap rent; central location; suitable any kind small business. 528 16th st.

## STORES AND OFFICES

(Continued)

WANTED—By a gentleman, large, sunny room or suite of rooms, in private family; sunny, clean, near Key Route station. Phone mornings, Berkeley 5523.

WANTED—3 or 4 furnished rooms and bath; state how heated. Box B-273, Tribune.

YOUNG lady wants room with sleeping porch; will give reference. Box 2269, Tribune.

## INSURANCE

## SAVE MONEY

In all Insurance Matters, By CONSULTING

## Alameda County

Improvement Co., Inc.

WE WRITE

Fire insurance, all forms of liability insurance, plate glass, bonding, life, personal sick and accident insurance in the BEST COMPANIES IN THE WORLD.

DID YOU EVER THINK OF PROTECTING YOUR INCOME WHEN UNEMPLOYED?

Phone Oakland 2061 for particulars.

The best is cheapest in the end.

ALAMEDA COUNTY IMPROVEMENT COMPANY, INC.

BLAKE-MORRITT BLDG., 906 Broadway.

## FURNITURE FOR SALE

BARGAIN—Furniture of a 6-room cottage; 3 rooms rented. 760 16th st.

ELEGANT new furniture of 4-room bungalow for sale, whole or part; owner going. Box B-247, Tribune.

FOR SALE—New, up-to-date furniture in modern 5-room, upper flat; corner; rent reasonable. 652 8th st., cor. Grove; phone Oakland 5331.

SIX rooms of furniture; fine range, rugs, etc.; best cash offer takes. Phone Oakland 9235.

## MOVING AND STORAGE

AMERICAN TRANSFER AND STORAGE CO.—Moving, storing and shipping. 405 8th st.; phone Oakland 4365, Home A-3652.

## PEOPLES EXPRESS CO.

Furniture moved, packed, shipped and stored; motor vans. 632 13th st.; phone Oakland 4447, A-2144.

PRESOTT Van and Storage Co.—Sopha, chairs, carpets, etc.; hauling free. Office, 1115 34th st.; Merritt 432, B-114.

## FURRIERS

I. HERTZBERG, furrier, formerly 18th and Clay sts., now Hudson Bay Fur Co., 89 Grant ave., San Francisco.

S. ANDERSON, expert furrier; remodeling, new fur coats, cheap. Buy raw skins. 551 33d, near Telegraph.

## LAUNDRIES

Union Rough-Dry

LAUNDRY, 14th and Broadway, Oakland. ALL ORDERS QUICK SERVICE.

Three Dozen for \$1

## DIAMONDS WANTED

HIGHEST prices paid for diamonds and old gold. M. J. Schoenfeld, 1093 Bdwy.

## HOUSE CLEANING

JAPANESE house-cleaning, washing and gardening. 910 Telegraph; Oakland 5371.

## DRESSMAKING

FASHIONABLE dressmaker, children's clothes, party dresses a specialty. A-2309, 1429 Franklin, near 21 st.

## ATTORNEYS-AT-LAW

A. PHILIP M. WALSH, Attorney-at-Law.

rooms 501-502, the Oakland Bank of Savings Bldg., 12th and Broadway, Oakland.

CLINTON G. DODGE, room 305, Oakland Bank of Savings Bldg.

FITZGERALD & ABBOTT, Attorneys-at-Law, Oakland Bank of Savings Bldg., 12th and Broadway; phone Oakland 433.

FRANK W. SMITH, collections, 104 Macdonald ave., Richmond, Cal.; phone 4861.

GEO. W. REED, Attorney, Union Savings Bank Bldg., phone Oakland 821.

GEO. D'OLIO, Oakland Bank of Savings Bldg., room 413; phone Oakland 83.

HERBERT D. WISE, Attorney-at-Law, Commercial Bldg., N.W. cor. 12th and Broadway; phone Oakland 5160.

HARRY W. PULIFER, Attorney-at-Law, 1014 Broadway; phone Oakland 2742; residence phone Oakland 461.

H. A. BIGELOW, Attorney-at-Law, 115 Home A-5615.

JOHNSTON & SHAW, law office, 913 Union Savings Bank Bldg.; phone Oakland 3402.

L. S. CLARK, Atty.-at-Law, 351 Jackson St., consultation free; open evenings.

PERCY C. BLACK, Attorney (Resd. Black & Reed), Union Savings Bank Bldg.; phone Oakland 651.

MELVIN C. CHAPMAN, Attorney-at-Law, Oakland Bank of Savings Bldg.; phone Oakland 884.

STREET J. F., Attorney-at-Law, Notary, 1014 Broadway; phone Oakland 2742; residence phone Oakland 461.

STANLEY MOORE, Attorney-at-Law, Balboa Bldg., San Francisco.

Classified Ads in THE TRIBUNE bring returns.

## REAL ESTATE

## Good Values

AAA—

DESIRABLE EXCHANGE—Down-town apartment house and cottage in rear; price \$20,000, annual income \$2222. Will take \$10,000 cash, balance on mortgage; \$8000; will assume balance on mortgage. (1389)

BEAUTIFUL CEMENT RESIDENCE, just off Ferry st.; location ideal; house better than that; price better still; (1296) to suit.

FINE CHICKEN RANCH—Cott., near Petaluma; good 6 1/2 acres, 5-room cottage, 16 chicken houses, 2-story brooder house; all fenced and cross-fenced; small orchard; one horse, one wagon and farm implements; price \$5000. (C-111)

AAA—Big, deep lot, 48 ft. frontage just off Broadway and only 7 minutes to center of Oakland; high ground and finest transportation in city; only \$1700. Terms.

Only \$252 each for a few 40 ft. lots, including fine quality of oil macadamized streets, cement walks, etc. These are only 20 minutes from center of town; was highest priced in Key Route line is commenced prices will soar. Buy now; \$10 monthly will carry you.

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AAA—Big, deep lot, 48 ft. frontage just off Broadway and only 7 minutes to center of Oakland; high ground and finest transportation in city; only \$1



**10T0RISTS,  
MECHANICS,  
LABORERS,  
RAILROAD MEN,  
LINEMEN,  
GRIPMEN**

We Are Sole Agents  
For the Famous

**HANSEN**  
Working  
GLOVES,  
And  
GAUNTLETS,  
Union Made.

The Best Make in America.  
Every Pair Guaranteed.  
Special Designed Glove for  
Every Craft.

**Money-Back  
Smith**

Washington St., Cor. Tenth.

## ASTOR HELD FOR WOMAN'S DEATH

ev. W. D. McFarland Accused  
of Committing Illegal  
Operations.

PITTSBURG, Pa., Jan. 17. — An indictment was returned by the grand jury late yesterday against the Rev. Dr. W. D. McFarland, minister and educator, of Cedar creek, Greene county, Tennessee, formerly of this city, charging him with felony in committing two operations upon Miss Missie Dodds Coe, his former secretary, high resulted in her death last Friday. According to a report here, Rev. McFarland has been arrested by the Tennessee authorities and will be held at Nashville until the arrival of a Pittsburgh officer.

Bollin McConnell of Chicago, who represents a local firm in that city, mentioned Miss Coe's dying statement as being responsible for her condition, reached here today and conferred with District Attorney William A. Butler. Later McConnell went before the grand jury and advised regarding his relations with Miss Coe. There is no charge against McConnell.

Rev. McFarland formerly was head of the academic department of the Pittsburgh High School. Miss Coe was 23 years old. McFarland is about 60 years old and is married.

**IN GREENVILLE JAIL.**  
GREENVILLE, Tenn., Jan. 17. — The Rev. W. D. McFarland, wanted in Pittsburgh in connection with the death of Miss Missie Dodds Coe, is in jail here and is charged with the crime of homicide against her. He said he was eager to return to Pittsburgh to have the charge investigated thoroughly.

**TOCKTON PHYSICIAN DIVORCED**  
STOCKTON, Jan. 17.—Edith A. Walker, wife of Dr. E. F. Walker, as been granted an interlocutory decree of divorce on the ground of extreme cruelty. The case was tried behind closed doors. The plaintiff was allowed to resume her maiden name, Edith A. Walker, and was awarded \$50 a month alimony. The Walkers were prominent here socially.

## BACK COVERED WITH MASS OF PIMPLES

and itched so he could hardly  
and it. Tried Medicines, Etc.,  
for 3 Years. In Eternal Misery.  
Tried Using Cuticura Remedies.  
Has No Sign of Skin Disease.

San. Kan. — "My troubles began along  
summer in the hot weather and took  
form of small eruptions and itching and  
and of smarting pain. It took me mostly  
my back and kept getting worse until  
finally my back was covered with a mass  
of pimples which would burn and itch at  
night so I could hardly stand it. This con-  
dition kept getting worse and worse until  
my back was a solid mass of big sores which  
would break open and run. My underclothing  
would be a clot of blood.

"I tried various blood medicines and other  
remedies and salves for nearly three years  
I was not getting any benefit. It seemed I was  
in eternal misery and could not sleep on my  
back or lean back on a chair. I was finally  
given a set of the Cuticura Remedies by my  
brother who recommended them to me very  
highly. I started using the Cuticura Remedies  
and inside of two weeks I could see and feel  
a great relief. I kept on using Cuticura Soap,  
Ointment and also the Resolvent, and in  
about three or four months' time my back  
was nearly cured and I felt like a new being.  
Now I am in good health and no sign of any  
skin diseases and I am fully satisfied that  
Cuticura Remedies are the best ever made for  
skin diseases. I will always recommend them  
to anybody who is troubled with skin diseases.  
I would not be without them. (Signed)  
W. A. Armstrong, May 26, 1911.

For eczema, rashes, itching, irritations,  
inflammations and other unwholesome condi-  
tions of the skin and scalp as well as for every  
purpose of the toilet, bath and nursery, Cuti-  
cura Soap and Ointment are indispensable.  
Sold everywhere. Liberal sample of each  
mailed free, with 32-p. book. Address "Cuti-  
cura," Dept. T. Boston. Tender-footed man  
should use Cuticura Soap Shaving Stick.

**Painless  
Dentistry**  
All Work Guaranteed.  
Special Rates Until February 1.  
All Work Guaranteed.  
BRIDGE WORK ..... \$4.00  
GOLD CROWNS ..... \$5.00  
SET OF TEETH ..... \$10.00

**SUNSET DENTAL PARLORS**  
508 WASHINGTON ST.  
Between 8th and 9th Streets, Oakland.  
Phone A-3023

## RICH BROKER'S WIFE TO GO ON STAGE MRS. E. A. ALLISON WRITES OWN SKIT



MRS. EDWARD M. ALLISON and JUDSON MONROE in the vaudeville skit, "La Question," soon to be produced.

## "The Common Law" to Be Theme of Vaudeville Sketch for Society Woman

San Francisco's smart set is looking forward to the proposed plunge into vaudeville of Mrs. Edward Martin Allison, one of its members and wife of a wealthy stockbroker. Mrs. Allison will shortly tour the Orpheum circuit in a skit from her own pen entitled, "La Question."

"La Question" has for its theme the vexing question around which is written Robert Chambers' novel, "The Common Law," and is handled in an original and daring manner. Mrs. Allison has not, however, slavishly followed Chambers' plot, and while retaining much of the crisp Chambers' dialogue, has deviated from the trend of the novel by the injection of pantomime, dance and song.

The stage setting will be a replica of the Fairmont Hotel foyer save that the red tones will be replaced by dull gold and purple.

**PROMINENT FAMILY.**  
Mrs. Allison, prior to coming here, resided in New York where, through family affiliations with the Mackays, Van Lynes and Houstons, her girlhood was one of much social gaiety. Her histrionic gifts led her to the stage and at seventeen she became Frank Daniels' leading woman in "The Idol's Eye." Her marriage with Philip Cole of San Rafael cut short her dramatic efforts.

As a young widow, Mrs. Allison had society as her prominence in the

Darby scandal. Darby succeeded in wheeling diamonds and guests from many of the society bells and widows of San Jose. The dashing San Francisco widow fell victim to his wiles and was about to slip her head within the Darby marital noose when she discovered that he had been forging checks in her name. The charming widow again focussed attention by her turning the cold shoulder on the suit of Count Samuel V. Davedor. She was heralded broadcast as the first American woman to refuse a title.

**REHEARSALS AT CLAREMONT.**  
Since her marriage to her present husband, Mrs. Allison has lived at the Palace and Fairmont hotels and it is at the latter place, where the Allisons are at present, that the rehearsals are taking place. Assisting Mrs. Allison in her skit will be Judson Monroe, one time of Ye Liberty and Miss Sanderson, a San Franciscan of exceptional musical talent.

Mrs. Allison's gowns will be the choicest confections of sartorial art and those who have seen them claim they quite rival the gorgeous display recently made by Anna Held.

Just where Mrs. Allison and her company will make their initial bow to an Orpheum audience is being kept a secret by the management. But there is a whisper abroad that it will be close to the bay region.

## RECORDS MADE IN FOREIGN TRADE

United States Exports and  
Imports Reach Splendid  
Totals in Year 1911.

WASHINGTON, Jan. 15.—Exports from the United States for the calendar year 1911 amounting to \$2,092,873,141 exceeded the total of any preceding year, according to a report made public today by the bureau of statistics, department of commerce and labor.

The value of imports was \$1,532,931,861, a larger total than in any years with the exception of 1910, when imports amounted to \$1,562,904,151.

The excess of exports was \$559,441,280, a larger excess than in any year since 1908, when the total was \$336,000,000.

## FORGED TO FEED BABIES BUT GETS EIGHT YEARS

SACRAMENTO, Jan. 17. — Although he proved to the satisfaction of the Court that most of the money he had secured by the passing of forged checks was used in the support of his wife and three children, Edward C. Fritzsche did not deny the fact that he had served time in a state prison for a similar offense, and that forging checks was a sort of habit. He was sentenced by Superior Judge Hughes to serve eight years in Folsom prison.

Thomas White pleaded guilty to robbing a box car at Elvado and was sentenced to one year at San Quentin.

**REQUISITION HONORED.**  
SACRAMENTO, Jan. 17.—Governor Johnson yesterday honored a requisition of the Governor of Illinois for the return to Chicago of Leo Kiewert, wanted in Chicago on a charge of taking \$350 of funds from a brewing company. Kiewert was arrested at Los Angeles.

This is the season of the year when mothers feel very much concerned over the frequent colds contracted by their children, and have abundant reason for it as every cold weakens the lungs, lowers the vitality and paves the way for the more serious diseases that so often follow. Chamberlain's Cough Remedy is famous for its cures, and is pleasant and safe to take. For sale by Osgood Bros. drug store.

## VALUABLE PAPERS BRING BIG SUM

More Than \$100,000 Netted  
in One Day's Sale of  
Hoe's Treasures.

NEW YORK, Jan. 17.—With 101 valuable manuscripts in Latin, Persian, Sanskrit, French and other languages the feature, the auction of the library of Robert Hoe yesterday netted \$101,238, the largest day's return during the present sale. An early sixteenth century Missal probably executed by Touraine, brought \$7950, and a French book of "Hours of the Virgin" of the fifth century, written in Gothic characters, went for \$9200. Another French book of hours was sold for \$7100.

The marriage contract of Henry IV of France and Marie de Medicis, written in 1643, brought \$650.

## S. P. BOOKS INTACT IN RUINS OF BUILDING

NEW YORK, Jan. 17.—Anxiety of the officials of the Union Pacific and Southern Pacific railways was relieved late yesterday when a steepjack sealed the walls of the burned Equitable building and found the record books of the two railway companies intact in the vaults on the third floor, although that part of the building was a mass of debris and wreckage.

The records include the names and addresses of stockholders, and have they been found a tedious canvass throughout this and foreign countries would have been necessary.

## PRESCRIPTION FOR BACKACHE

One of the Best Known in Medical Profession for Kidney and Bladder Troubles.

"Half ounce fluid extract Buchu; half ounce Mucic compound; six ounces good pure Gin. Shake the bottle well each time and use in doses of one or two teaspoonfuls after each meal and at bed time." These ingredients can be mixed or supplied by any druggist.

Backache, frequent or highly colored urination and rheumatic pains are symptoms of kidney and bladder disorders that usually terminate in drooping of the bladder or diabetes. The above prescription is known to give quick and permanent results.

## GERMS IN HER SYSTEM

Every Woman Should Read  
This Advice and the Generous  
Offer That Goes With It.

The number of diseases peculiar to women is such that we believe this space would hardly contain a mere mention of their names, and it is a fact that most of these diseases arise from catarrh of nature. A woman cannot be well if there is a trace of catarrh in her system.

Some women think there is no help for them. We positively declare this to be a mistaken idea. We are so sure of this that we offer to supply medicine absolutely free of all cost in every instance where it fails to give satisfaction. With this understanding, no woman should hesitate to believe our honesty of purpose, or hesitate to put our claims to a test.

There is only one way to overcome catarrh. That way is through the blood. You may use all the snuffs, douches or like remedies for years without getting more than temporary relief at best. Catarrh in general is a diseased condition of the system that shows locally most frequently in discharges from mucous membranes. Local treatment should be assisted by internal treatment for the general diseased condition if a complete cure is to be reached. That internal treatment should be scientifically devised and faithfully administered.

Rexall Mucic-Tone is scientifically prepared from the prescription of a specialist physician who for thirty years made catarrh his specialty. This remedy is admirably adapted to the treatment of the catarrhal ailment of women. It purifies and enriches the blood, tends to stop mucous discharges, aids in removing impurities from the system, soothes, heals and strengthens the mucous tissues, and brings about a feeling of health and strength.

We want you to try Rexall Mucic-Tone on our guarantee. If you are not benefited, or for any reason not satisfied, simply tell us and we will hand back your money. Rexall Mucic-Tone comes in two sizes, 50 cents and \$1.00. Remember, you can obtain Rexall Remedies only at The Owl Drug Co. stores in Oakland, San Francisco, Los Angeles, Sacramento, Portland, Seattle, Spokane.

## MAYORS' MEETING IS POSTPONED

No Definite Date Set for the  
Conference Over Water  
District.

The meeting of the recently organized conference committee of the mayors of the seven communities planning to join in a municipal metropolitan water district, which was to have been held at the offices of Mayor Frank K. Mott in the Oakland city hall this afternoon, has been postponed, and no definite date has been fixed for the next meeting. It is probable that the conference will gather to consider the water district plan early next week.

The decision of the Alameda city council to co-operate with other cities, or at least not to withdraw from the mayoral conference committee, is hailed with approval by other members of the committee. It was felt that the first move of the Alameda city council in definitely deciding not to join with the other communities was at least ill considered.

Meetings have been held in several of the cities to be united under the water district plan, and a few nights ago members of the Oakland water supply committee addressed the board of trustees of San Leandro. A meeting is shortly to be held by the City of Berkeley on the question of the plan. Everywhere the metropolitan district plan is said to be meeting with approval.

## WADE IN MARSHES TO MAKE ARRESTS

Mud-Covered Policemen and  
Prisoners Cause Sensa-  
tion at Headquarters.

When Sergeant "Bob" Forgie appeared at the police station last evening, his companions on the force failed to recognize him. The genial sergeant, one of the best of the department, was in his careful grooming and spick and span attention to his uniform and the glow of gold braid, stood unrecognized and unrecognizable in a rough shirt covered with mud and much bedraggled.

About the time Desk Sergeant McClellan was on duty, Sergeant Forgie was in the marshes, and in wonderment to see the most painstakingly correct sergeant thus attired during his hours on duty. Patrolmen Keefe and others along the estuary have complained of stray bullets buzzing over their heads and sending the workmen to cover. Young hunters in the estuary shore have defied the police by shooting along the East Oakland estuary waterfront. The open spaces are large and free, and a policeman in uniform can be seen coming a mile away.

Some days ago Captain Lynch detailed Sergeant Robert Forgie to stop the shooting. Forgie was always a stickler for the rule of dress, carried out the orders in his own way, and with his two patrolmen wandered about the marshes and fence with all the freedom of a hob. At the foot of Twenty-first avenue he captured one of the hunters, and the second was arrested at the foot of Nineteenth avenue.

The boys are each 16 years of age. They are Frank Lamscher and Russell Moebius. Lamscher was arrested before Judge Merritt Smith this morning, and Moebius before Judge George Samuels on charges of shooting within the city limits.

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**WOULD BE GOVERNOR.**  
CHICAGO, Jan. 17.—Edward F. Dunne, former mayor of Chicago, announced his candidacy for the Democratic nomination for governor of Illinois here today. One plank of his platform advocates political purity.

# A Forest of Clothes Trees.

Are On Sale During Our  
53rd Annual Clearance Sale

Note the Reductions:  
COSTUMERS

\$28.50 value now.....	\$19.85	3.50 value now.....	\$2.50
18.00 value now.....	13.95	1.75 value now.....	1.20
11.00 value now.....	8.10	7.00 value now.....	4.75
8.00 value now.....	5.85	10.00 value now.....	6.75
22.50 value now.....	13.50	9.50 value now.....	6.40
10.00 value now.....	6.90	11.50 value now.....	7.05
8.50 value now.....	6.15	3.25 value now.....	2.20
2.25 value now.....	1.60	17.50 value now.....	11.85
5.75 value now.....	3.45	12.50 value now.....	8.45
6.50 value now.....	4.35	7.50 value now.....	4.95
12.00 value now.....	8.55	17.50 value now.....	11.90
5.50 value now.....	3.90	12.00 value now.....	8.55
6.50 value now.....	4.95	4.00 value now.....	2.70
		11.00 value now.....	7.55

Every bedroom should have at least one Costumer (or Clothes Tree) on which to hang one's clothes when they retire at night.

GET ONE DURING THIS SALE.

There are hundreds of Articles throughout our store marked at similar reductions. During this sale come and look in our 12 Big Show Windows. Then walk through the store and look on the Clearance Tags.

\$1.75, Now \$1.20.

\$18.00, Now \$13.95.

We are giving away another Bungalow.  
You can get tickets now.

GET our Big FREE RENT LIST. Rent Department—First floor left of entrance.

## OAKLAND Brenner's

13th & Franklin Sts.

BUY NOW  
PAY LATER

## HERE IS A REAL DYSPEPSIA CURE

No Indigestion, Gas, Sourness  
or Headache Five Minutes  
Later

The question as to how long you are going to continue a sufferer from Indigestion, Dyspepsia or out-of-order Stomach is merely a matter of how soon you begin taking some Diapiesin.

If your Stomach is lacking in digestive power, why not help the stomach to do its work, not with drastic drugs, but a re-enforcement of digestive agents, such as are naturally at work in the stomach?

People with weak Stomachs should take a little Diapiesin occasionally, and there will be no more indigestion, no feeling like a lump of lead in the stomach, no heartburn, Sour risings, Gas on Stomach or Belching of undigested food, Headaches, Dizziness or Sick Stomach, and, besides, what you eat will not ferment and poison your breath with nauseous odors. All these symptoms resulting from a sour, out-of-order stomach and dyspepsia are generally relieved in five minutes after taking a little Diapiesin.

Go to your druggist and get a 50-cent case of Pape's Diapiesin now, and you will always go to the table with a hearty appetite, and what you eat will taste good, because your stomach and intestines will be clean and fresh, and you will know there are not going to be any more bad nights and miserable days for you. They freshen you and make you feel like life is worth living.

## ELECT COMMITTEES ON GRAIN AND APPEALS

SAN FRANCISCO, Jan. 17.—Committees on Grain and on Appeals were elected yesterday by the Train Trade Association of the Chamber of Commerce, to govern the grain trade of San Francisco during the ensuing year. The committee consist of W. C. Barnard, R. D. Girvin, E. C. Hoff, S. B. McNear, A. J. Ames, Simon Anspacher, C. R. Spilvalo, J. Stern and R. Volmer.

Politics costs those in it more self-respect than money.

## DOUBLE VISION GLASSES

without lines are the perfect glasses for the person who has to wear two pair.

ASK US about the KRYPTON. We grind them in our factory. No cement; no dirt lines; no seeing the edge of the segment, for it is all in one piece.

**Chas. H. Wood**  
Optometrist and Mfg. Optician,  
1305 Washington St. at 13th.  
Oakland, Cal.  
SIGN—THE WINKING EYE

## POSITIVE PROTECTION for Valuables

It is a great satisfaction to know that your Securities, Important Documents, Jewels, and Silverware are in the Central Safe Deposit Vaults, where neither fire nor thieves can penetrate.

The Protection is Positive—the cost moderate.

Safe Deposit Boxes to rent.

\$4.00 and up per year

## Central Safe Deposit Vaults

14th and Broadway      Oakland, California

## SEE BUT IT'S



## AMERICAN BLOCK COAL

FOR SALE BY ALL DEALERS



# Oakland Tribune

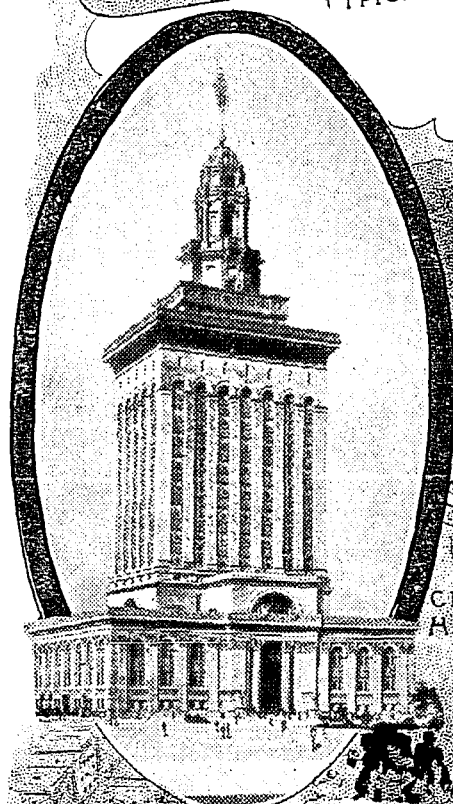
ANNUAL  
NUMBER



TYPICAL HOME IN GREATER OAKLAND

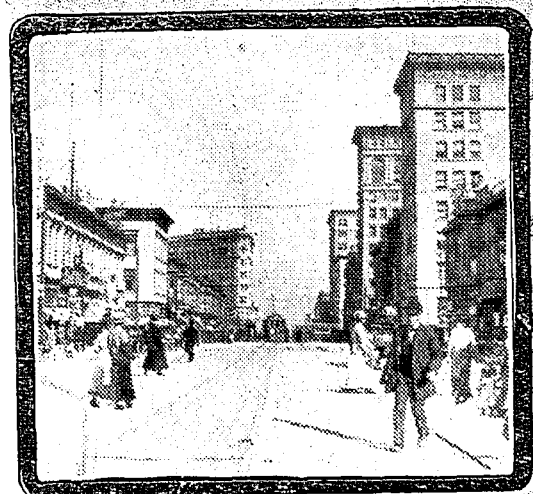
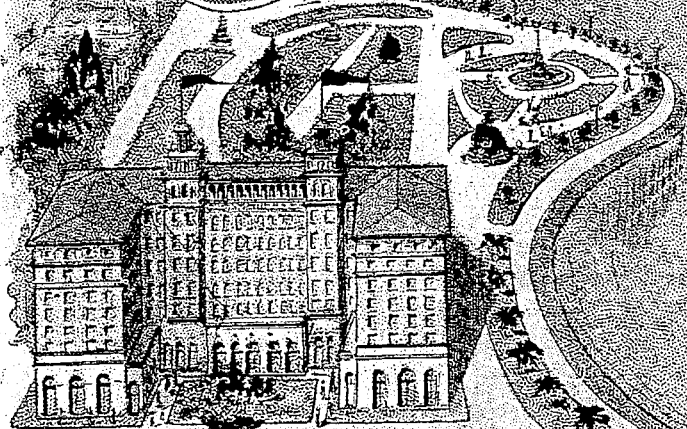
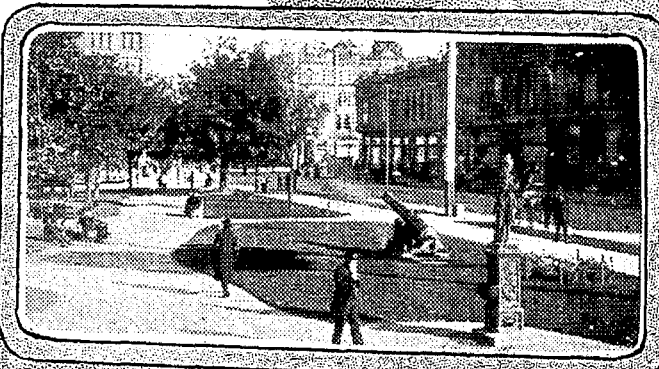


SPREADING  
OAKS  
IN BEAUTIFUL  
OAKLAND

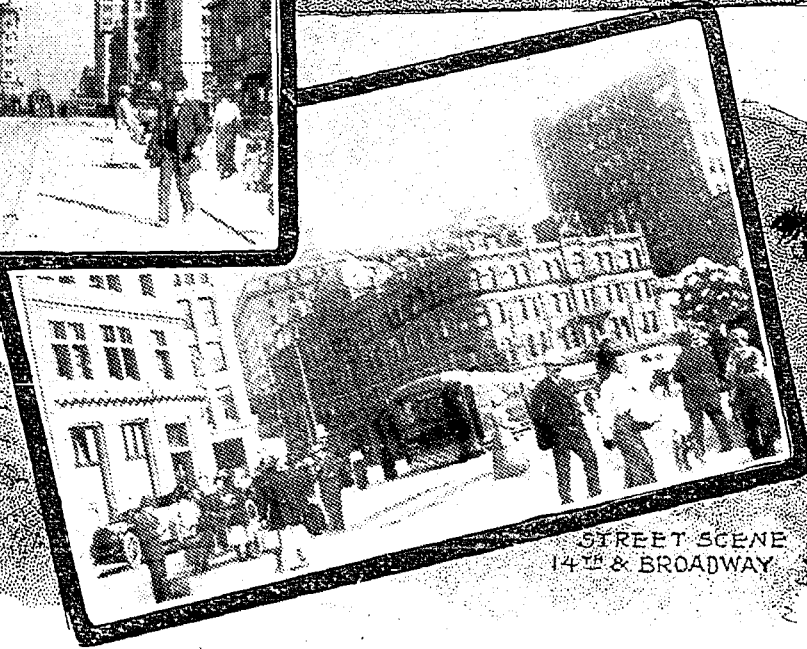


CITY  
HALL

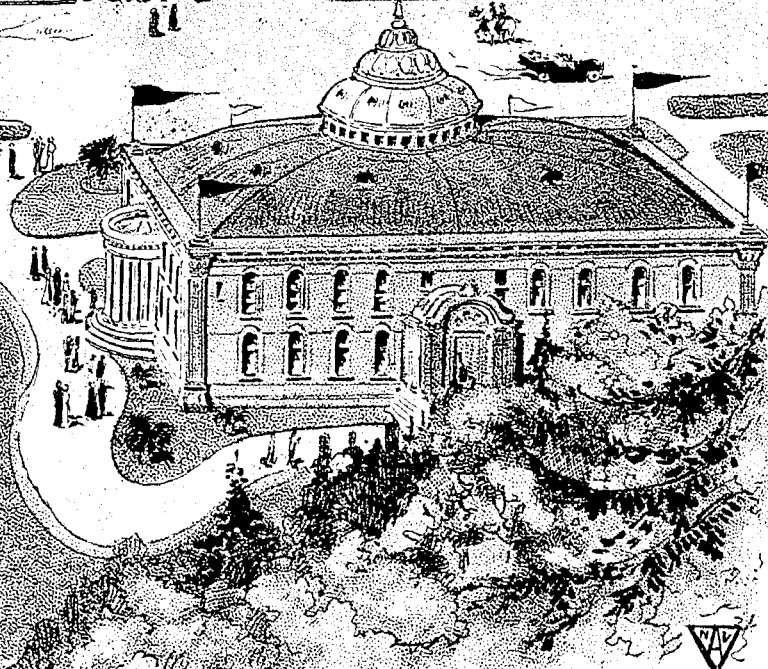
PARK  
SCENE



STREET  
SCENE  
12<sup>TH</sup> & BROADWAY



STREET SCENE  
14<sup>TH</sup> & BROADWAY





**GOLDEN WEST BREWING CO.**

**WASHINGTON BREWERY**

**CHARLES HEYER**

**JOSEPH W. KRAMM**

**GOLDEN WEST BREWERY**

**GEORGE WHITE**

**HAYWARDS BREWERY**

**ANCHOR BREWERY**

**RASPIILLER BREWERY**

**GEO. F. GOERL**

**JOSEPH RASPIILLER**

# The Golden West Brewing Company

**H**OPES shortly to invite the public of Alameda County to inspect one of the most modern brewing establishments in the country, the same now being in course of construction at the corner of 7th and Kirkham Sts., photo of which showing partial construction appears on this page. It will perhaps be six months before the product of the Golden West Brewery will be put on the market, but in the meantime, the interests behind the enterprise are asserting every effort to secure and install the most up-to-date mechanical equipment known to the brewing industry. That this plant now in the course of construction will be a model one is assured by the caliber of the men who comprise the Golden West Brewing Company. They are not unknown now, for the recent reorganization of this company embraces first class, well known steam beer plants in various locations, the Hayward Brewery at Hayward, the Raspiiller Brewery on San Pablo Ave., this city, the Washington Brewery at 5th and Kirkham Sts., and the Anchor Brewery on Shattuck Ave., the output of these breweries being entirely steam beer and familiar in every part of Alameda County.

It is proposed that the new plant as well as a most up-to-date bottling department at Seventh and Kirkham will embrace both lager beer brewing and steam beer also, and the splendid reputation already achieved for their steam product assures more than ordinary success when they announce their Golden West brand of lager is ready for distribution. On another page of this magazine will be found interesting items on the construction of this most modern plant.



# OAKLAND

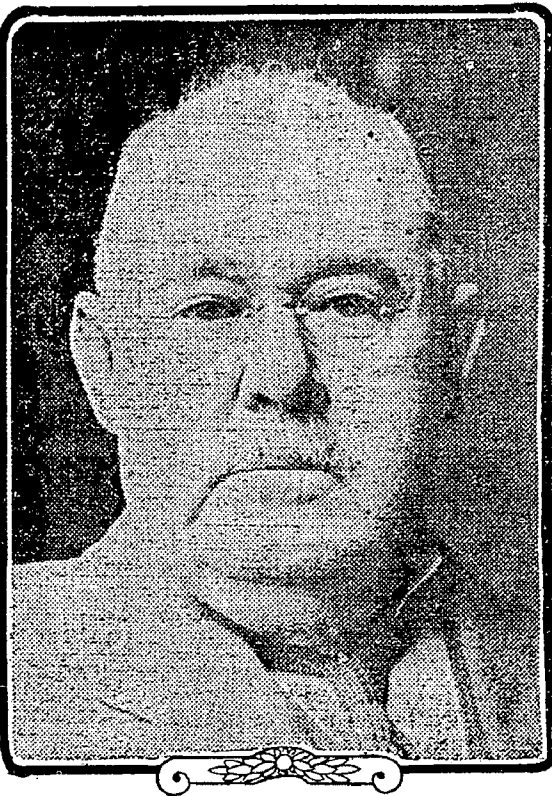
## The City of Opportunity and Achievement

WE have laid here in Oakland, deep and strong, the foundations of a great city, and gone far toward building it. Immut-  
 able evidence of the tremendous progress made in developing a commercial, maritime and manufacturing center of the first class is presented in this number of THE TRIBUNE. More than ever is it apparent that Oakland is the city of Opportunity—the place that is beckoning to capital and enterprise, offering splendid facilities and rewards to both.

Imagination has been touched and inspired, civic pride aroused, and achievement has begun to spell across the horizon of the future the story of what can be accomplished when human endeavor is equal to human opportunity. With the freeing of the waterfront from the claims of private ownership and the tangle of litigation, has come the era of development, long delayed but now in full swing. The city is now open to the advent of every railroad which may desire to build in here; access to every part of sixteen miles of waterfront, now being improved for docks and wharves, is insured by a city-owned belt line railway that will provide service at the lowest cost on equal terms to all transportation, mercantile and manufacturing agencies; the marsh lands fringing the waterfront are being filled in and made available for commercial purposes.

The nucleus of a free port has been established, with a warehouse system equal to any in the world. Private enterprise has been enlisted with public enterprise in a common endeavor to make this city a point of assemblage, distribution and transshipment having no superior on this continent. Every facility is here, open to the use of all, and monopoly has been eliminated and rendered impossible. In consequence the city is going ahead by leaps and bounds. Population is increasing at an unprecedented rate and the city is spreading out in every direction.

The whole contiguous territory is being gridironed with electric railways, extending to San Jose on the south, Stockton on the east and Sacramento on the north—all cities of growing importance and rapidly increasing population. This region is unexampled in fertility, variety of production and salubrity of climate. Oakland is the lap into which its trade and production flows, hence the magnificent structures being erected in the business district, the opening of



JOSEPH E. BAKER

new mercantile establishments, the extension of great department stores, and the building of new theaters. Two hundred miles of electric railroads center in the business heart of Oakland, and four transcontinental railways terminate at our water side.

When the Panama canal is opened to traffic the ships of several of the largest steamship lines in the world will dock on the western waterfront. Docks, wharves, warehouses and belt railway will be ready to accommodate them. Arrangements are now being made to that effect. Great steamers from the principal ports of Europe and the Atlantic coast cities will load and discharge at the municipal wharves of Oakland, and the commerce of the Orient, the South Seas and the northern coasts will flow through our gates.

This day is not far off. Imagination is becoming a glorious reality and civic spirit is achieving the victory opportunity enabled this community to win.

In all other directions progress is equally notable and significant. More than 2000 new dwellings have been erected within the city limits during the past year, many miles of new streets opened, a dozen miles of asphalt pavement laid, several new concrete firehouses built and new fire-fighting appliances provided, the police force augmented. A new city hall to cost \$1,300,000 is being built, and a \$2,000,000 hotel is nearing completion. A splendid system of parks and playgrounds, including a museum and zoological collection, is being developed. Plans

are being made for the erection of twenty-one new schoolhouses at a cost of over \$2,000,000, for which bonds have already been voted.

The banking power of the city is increasing with the general growth. The city now has seventeen banks, with resources exceeding \$50,000,000, and some of the finest bank buildings on the Pacific Coast. Berkeley and Alameda also have strong banks, and are growing at the same rapid rate as Oakland. The outlying towns—San Leandro, Hayward, Emeryville and Piedmont—are showing the same wonderful development.

The city has over 200 manufacturing establishments and two shipyards, also a great number of small industrial enterprises. The Southern Pacific Company is building an imposing station at Sixteenth, to cost \$300,000, and has just completed an interurban electric system, connecting Oakland, Alameda and Berkeley with the ferries operating between San Francisco and the Oakland and Alameda moles. The Oakland Traction Company and the Key Route Company furnish rapid transit between San Francisco and all the cities on the eastern shore of the bay, connecting Oakland with Richmond and Pullman on the north and San Leandro and Hayward on the south.

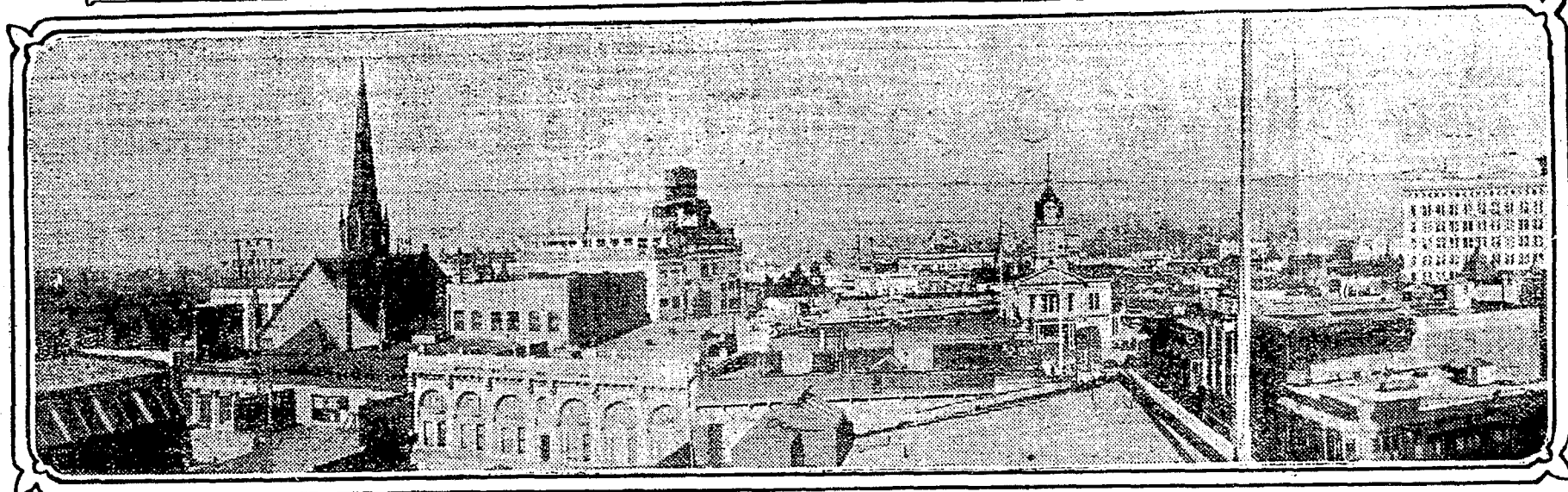
In 1910 the Federal census gave Oakland 150,174 inhabitants, Berkeley 40,434, and Alameda 23,500. Since then the population of the three cities has increased fully 20,000. Their combined population, with that of Emeryville and Piedmont, which are supplied with mail by the Oakland postoffice, is now not far from 250,000. A single carfare carries a person to any part of all these towns. Last year Oakland spent over \$7,000,000 in building improvements; since 1900 the amount expended exceeds \$50,000,000. For 1912 the cost of building operations promises to exceed that of any year in its history.

Here is a brief statement of some of the evidences that Oakland is developing into a great and prosperous city—one in which civic spirit is keeping pace with industrial and commercial progress. But the great things done here are only a promise of the greater things yet to be done. The City of Opportunity is to be the City Beautiful, the city adorned, the city graced by hospitality and virtue as well as by prosperity and the golden fruitage of a fair land and a gracious climate.

JOSEPH E. BAKER.



# OAKLAND'S NEW SKY LINE AS



## Twelve Months' Marvelous Expansion in the City's Central Business Quarter and the New Residential Districts

(By TALIESIN EVANS.)

**T**HE era of expansion in Oakland and its neighboring cities on the eastern shore of San Francisco bay is in full swing. During the past twelve-month expansion has been quite as pronounced as at any period in the city's history. Besides, it has assumed a more impressive character. The skyline of its central business district has materially changed during the year 1911. The change is, indeed, greater than that made in any previous year in the city's later era of expansion. New skyscrapers of stately form, beautiful design and costly construction have mounted into the air and stand boldly in serrated rank against the flank of the Contra Costa range lying in the background. And half way up to the summit of the range the invasion of the slopes by hundreds of new, costly and attractive residences, surrounded by picturesquely laid out and highly cultivated grounds, is strongly in evidence. About \$7,500,000 has been spent during the year in the new buildings which have expanded the settled area of the city and wrought marked changes in the skyline of its business quarters.

And the year 1911 closes bearing with it the promises of even greater results in the work of expansion for Oakland during 1912. Before the days of the latter are numbered new skylines will be created in the central part of the city. By that time the central shaft of the new city hall will be the most conspicuous object on the new skyline, its dome rising over three hundred feet above the level of the sidewalk and its foundations lying about twenty feet underground.

And the Kahn emporium, which is designed ultimately to be twelve stories in height, will have provided the east side of San Pablo avenue and the west side of Broadway and Telegraph avenue with new skylines. Indeed, all signs at the present time indicate much greater activity in the building of large business blocks in and around the civic and financial center of Oakland during the next twelve-month than has occurred in any previous year.

Improvements in Oakland during the past year have not been confined to the erection of new buildings only. The year has been an unusually busy one in the laying down of permanent pavements. Several miles of such pavements have been laid, the most notable being the paving of Seventh street from Bay street to Fallon with a standard asphalt wearing surface bonded after the most approved plan of road construction on a concrete base. This work accompanied the reconstruction and electrization of the former local steam railroad and was done at the expense of the Southern Pacific Company, as part compensation for the new electric railway franchise on the thoroughfare granted to the corporation, the steam railroad franchise having expired November 11, 1911. The mileage of permanent pavements has also been materially increased along the line of the new electric railway system and in other parts of the city. And the year 1912 is destined to witness a much larger increase in the mileage of standardized paved streets than has occurred in any previous year in its history. Moreover the policy of oiling macadamized streets is to be carried out on much broader lines in 1912 than ever before attempted here, giving assurance of a

much cleaner city—nearer to an absolutely dustless condition in summer and mudless in winter, which will greatly enhance its attractions to visiting autoists from other cities and from other parts of the state.

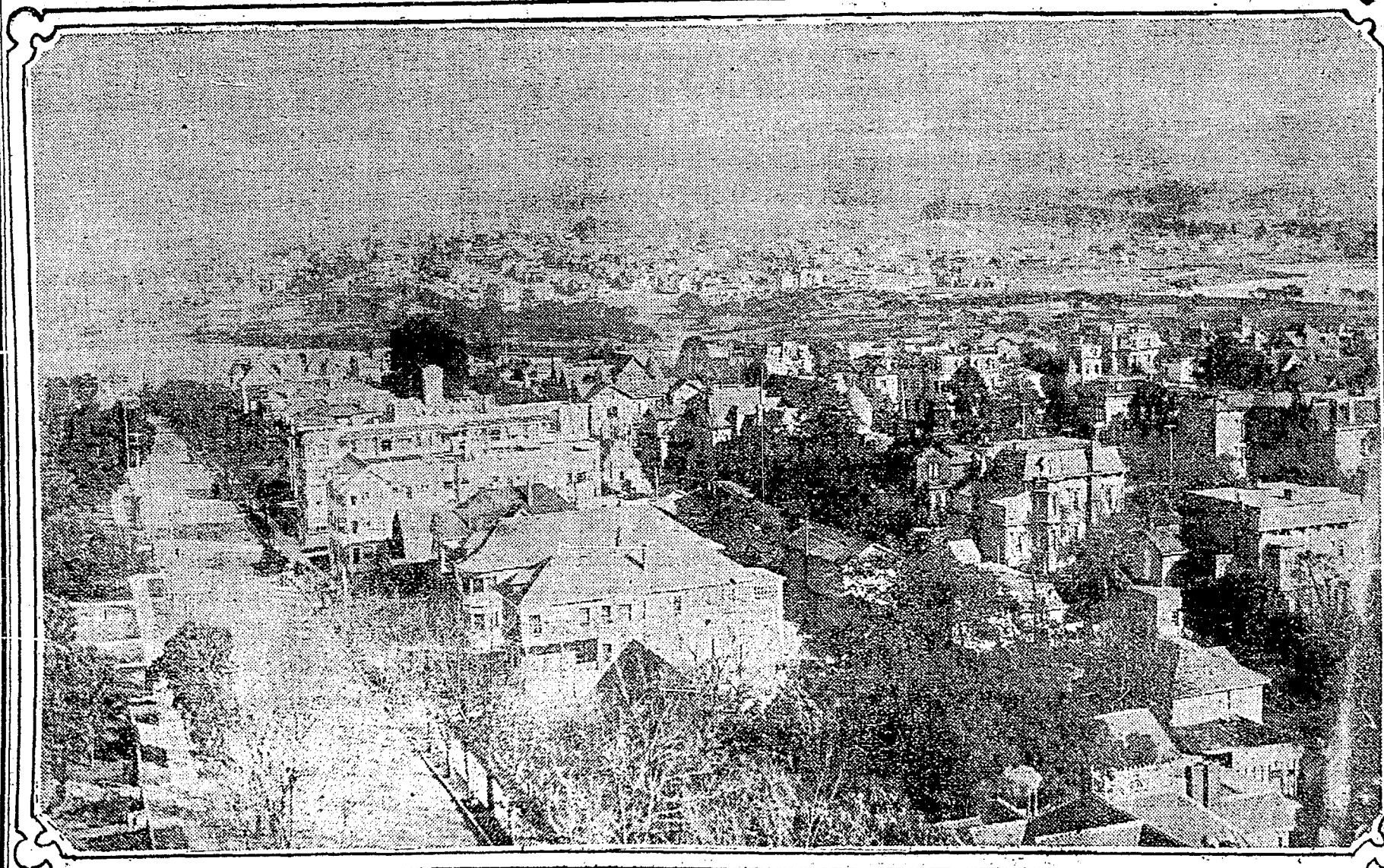
### OAKLAND'S TRADING TERRITORY.

A magazine writer has correctly said: "Oakland is the logical market for and the best point of distribution to a territory that last year produced new wealth to the extent of \$909,321,488."

In direct business intercourse with Oakland there is today a trading population of over 500,000, or practically one-fourth of the total population of the state. In this estimate of Oakland's tributary trading population no account is being taken of the transbay population that does much of its trading in Oakland's large and well-stocked emporiums, in which are included many lines of high-classed goods not obtainable elsewhere in this section of the state. And the sphere of the business influence of Oakland's enterprising and energetic merchants is constantly expanding.

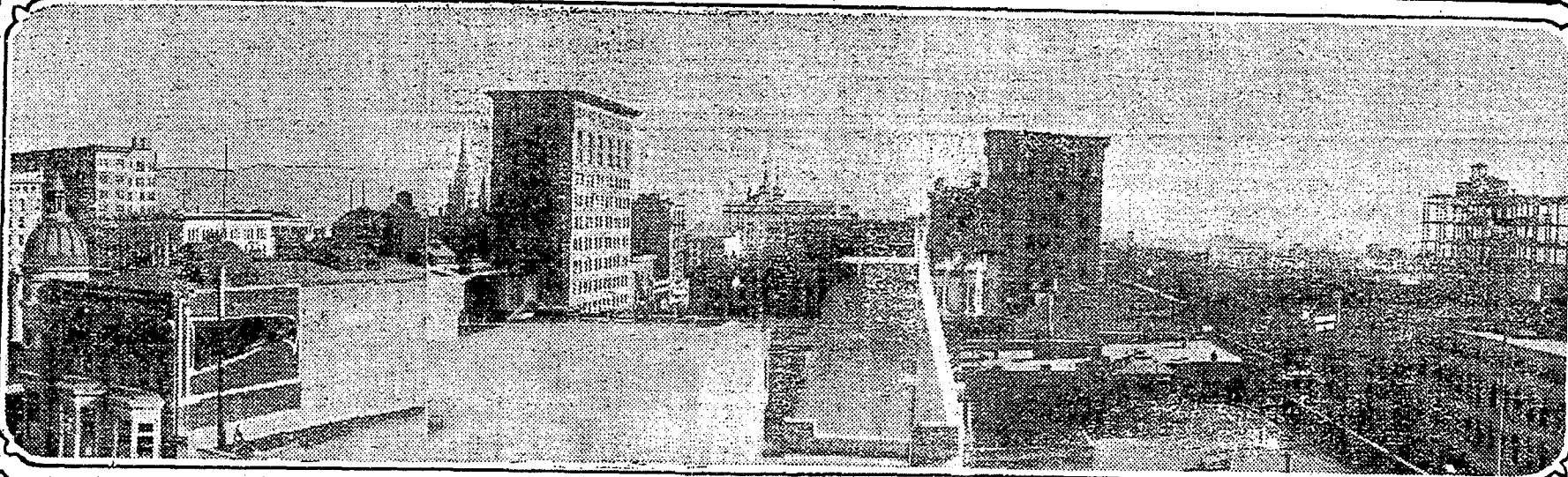
The evidence of the latter fact is convincingly presented in the multiplication of Oakland's emporiums. During the past year one of these, four stories in height and covering a ground area of 20,000 square feet, modern in every detail, has been built and will soon be occupied. Opposite it stands another emporium of the same class, three stories in height and covering a ground area of 30,000 square feet, which was built and occupied about two years ago. These two great retail business houses are located in the heart of a new retail dry goods section, whose creation is the direct outgrowth of Oakland's latter-day business expansion, and fourteen of the more populous counties

## INVASION OF THE HILLS—





# DEVELOPED DURING THE YEAR 1911



in Central California and the bay region are embraced within the sphere of their trading influence. Moreover in another year a third of these mammoth emporia will have been erected on a still larger site and prospectively on a much greater and more costly scale, less than 100 yards away. This new emporium is planned to cover a ground area of 38,000 square feet; and, while the construction will, at present, be restricted to three stories in height, the foundation, structural steel frame and walls will be built to carry later an additional superstructure of nine stories, making the total height of the building twelve stories above the level of the sidewalk. The first three stories and basement of this mammoth modern class A business establishment will cost over \$500,000.

## UNIQUE STATUS OF OAKLAND MERCHANTS.

It is a noteworthy fact that in most other Pacific coast cities the larger business firms, particularly the dry goods and department houses, clothiers, boot and shoe dealers and kindred retail business establishments, are located in either rented or leased premises, while in Oakland the leading firms of this kind are either now quartered or will be within a few weeks in their own buildings. At least one-half dozen of the principal firms doing business in the central retail district of Oakland are housed under their own roofs, and the capital which has produced these results has been earned in trade here practically within a quarter of a century. It is a unique and suggestive development. It would be difficult to adduce stronger evidence of the prosperity of Oakland's mercantile class or of the high position which this city occupies for the successful carrying on of business. The trading territory of Oakland's merchants is, besides, expanding at an accelerated pace each successive year as time progresses.

## SETTLEMENT OF THE HILL TERRITORY.

One of the prominent features in Oakland's expansion during the past year has been the rapid settle-

ment of the hill lands on the western flank of the Contra Costa range. A few years ago the territory which the growth of population began invading and occupying during the past two or three years was nothing better than cattle pasture. The land has been taken up by the large realty companies and intelligently laid out, subdivided and handled, and scores of costly new residences, ranging in value from \$5000 to \$100,000 each, have been erected and the grounds surrounding them brought under the highest form of ornamental cultivation. In all cases the realty companies handling and marketing these hill properties have wisely constructed the avenues through them, so as to follow the natural configuration of the land. As a result the beautiful homes erected on them are picturesquely terraced, giving the neighborhood a private park-like effect. As these hill lands overlook the cities stretching along the east bay shore and command a comprehensive view of the entire bay region, bounded by the inner and outer coast ranges, and obtain glimpses of the ocean to the far westward, they have attracted to them home-seekers of the higher social class, who spare neither pains nor expense to make their homes and surroundings not only attractive to themselves but to the public generally. Every month witnesses this class of beautiful dwellings creeping higher and higher toward the summit of the range, and, nothing short of an inability to furnish a water supply, will prevent the ultimate conquest of the crest by home-seekers, to whom an incomparable view has a special value. The character of the improvements, public and private, made in these exclusive hillside residential tracts, has so changed them that what was less than five years ago pasture land, having only a low acreage value, is today improved property commanding a high front foot value in the market and, as they are being occupied (which is proceeding with marvelous rapidity), they are creating a demand for the laying out of new tracts on still higher elevations for subdivision and improvement of an even higher order,

as the automobile, even more than the electric street car extensions and service, is making them accessible and adapting them to exclusive residence uses.

## MANUFACTURING IN OAKLAND.

In manufacturing, Oakland continues to expand by leaps and bounds. Over 1500 mills, factories and other manufacturing establishments are operated here. These occupy a belt of several blocks in width along the western and southern waterfront from the West Berkeley boundary line almost continuously to the outskirts of the city of San Leandro, forming an almost unbroken industrial chain, approximately fourteen miles in length. These industrials represent a capitalization of at least \$50,000,000. They employ many thousands of skilled workers and the value of their annual output equals, if it does not exceed, their capitalization. The wage earnings of the employees exceed \$25,000,000 per annum. These industries embrace almost every kind of manufacturing in existence, some of them, of course, on a small scale; but many of them of great magnitude and importance, whose trade relations extend all over the Pacific coast, from Central America to the Arctic ocean and from the Missouri river to the shores of the Orient.

## OAKLAND AS A FINANCIAL CENTER.

Oakland is growing apace as an important financial center. It has twenty-one banks doing business within its boundaries. On January 3, 1911, their total deposits amounted to \$45,126,731.43. The latest available reports at the time of writing, most of them being up to July 7, 1911, or only six months later, showed total deposits amounting to \$46,603,458.03, an increase of \$1,476,726.60. But the total financial resources of these banks, including paid-up capital, surplus and undivided profits, aggregated at the latter date \$55,432,160.93.

While the Oakland clearing house is unreliable as an index to the amount of business done over the

(Continued on next page.)

# -BY OAKLAND'S EXPANSION





# WATER FRONT IMPROVEMENTS

## Progress Made in the Year 1911 in the Construction of Municipal Wharves, Docks, Quaywalls and Bulkheads



OAKLAND has made much progress during the past twelve months in its preparations to accommodate the increased commerce which the opening of the Panama Canal will create in Pacific waters, and the bulk of which must center in San Francisco Bay. Indeed, it has made greater progress in this respect than any other city on the Pacific Coast where a water front exists which is available to deep sea commerce. And among Pacific Coast cities where this deep sea commerce can be accommodated, Oakland occupies the unique position of being the only city lying in close proximity to the open Pacific, which wields complete dominion over the commercial water front within its municipal boundaries. The water front of other commercial Pacific Coast cities is either under the absolute control of the State in which it is located, or largely or in its entirety is held by corporations paying tribute to neither State nor municipality for the special privileges enjoyed.

### ALIENATED CONTROL OF WATER FRONTS.

The whole of the commercial water front of the city of Seattle, for example, on the shores of Elliott Bay, Puget Sound, and that of Tacoma, Seattle's rival in the latter waterway, is under the control of either commercial or railroad corporations, and the municipality has no voice in its control and derives no direct benefit from its use. The state or the railroads control the water front of every other commercial city on the seaboard between Seattle and San Diego bay, except Oakland. The water front of San Diego bay is vested in the State and controlled by a State board of Harbor Commissioners. The water front of San Pedro or Los Angeles harbor is largely controlled by the railroad corporations whose western termini are located there, and the ownership and control of the remainder are yet undetermined.

The water front of San Francisco is, of course, the property of the State at large and under the absolute control of the State, the latter's harbor commission exercising all control, directing all improvements, collecting all tolls, harbor dues, and wharf charges. The municipality has only a nominal influence in the control of the seven miles of commercial water front between the Presidio and the San Mateo county line.

### OAKLAND'S WATER FRONT JURISDICTION.

Oakland, has, however, twenty-six or twenty-seven miles of water front, so favorably situated that it is susceptible of being made easily and economically tributary to the city's commercial center. In every consideration of Oakland's water front, its geographical proximity to the city's business center and the ease with which economical facilities can be provided for the delivery of merchandise to or from any vessel at whatever point she may be moored, should not be overlooked. It will not, of course, escape the notice of every intelligent person either directly engaged in or otherwise interested in deep sea commerce. Over this long mileage of water front, Oakland exercises sole jurisdiction over all wharfing-out rights, the regulation of tolls, wharfage and harbor dues and the collection and use thereof. Some of this water front the municipality has leased to the large railway corporations whose terminals are located on it and to commercial and industrial corporations—in every instance for a stipulated term and subject to those reserva-

tions by itself already mentioned.

### OAKLAND ONLY WATER FRONT IMPROVER.

Oakland is the only commercial Pacific Coast city having even the color of a water front naturally existing or which may be artificially developed that has begun in earnest to improve the water front for the benefit of commerce.

Los Angeles pledged itself to spend \$10,000,000 in harbor improvements as a condition of the annexation of San Pedro and Wilmington several years ago. But the work has not yet begun, if the bonds have been marketed.

Seattle has been projecting for some time past, the construction of a ship canal from an arm of Puget Sound at Ballard, a recently annexed suburb located several miles from the business center, to pass through the heart of the city and tap Union Lake, a sheet of fresh water lying adjacent to the business quarter, and uniting it by a locked canal with Lake Washington, another and vastly larger sheet of fresh water whose surface is several feet higher. The project as planned is to emancipate the municipality from the railroad corporations which have gripped the salt water frontage and acquire a commercial water frontage of its own whose revenues it can collect.

The scheme involves an expenditure of at least \$25,000,000, which sum must be raised, if the project is undertaken, by incurring a bonded indebtedness to that amount. But Seattle is so involved in debt already through the acquisition of certain public utilities, namely, water and electric light and power plants, the former of which is already inadequate to meet the people's wants and must be enlarged at a large additional expense, and has imposed other enormous financial burdens on the owners of property in the business and other districts to cut down the hills and modify the street grades, which are a tremendous handicap to both commercial and residential uses and economies, that the scheme for the creation of an artificial inner harbor from the two fresh water lakes may not be attempted for a decade or more to come, if in the lifetime of the rising generation of its citizens. It looks, therefore, as if Seattle were already out of the competition for Panama Canal commerce.

### MUNICIPAL WATER FRONT IMPROVEMENTS.

Oakland, on the other hand, is going ahead with its water front improvements. Three initial projects in the general plan of harbor improvement adopted by the city are under way now and have been prosecuted through the past twelve-month. They involve an expenditure of between \$2,000,000 and \$3,000,000, or about one-tenth of the total cost of fitting the entire water front of Oakland for commercial uses. They comprise a wharf with a frontage of 300 feet and a depth of 200 feet constructed of re-inforced concrete, the surface structure and the supporting piles being alike built of that imperishable and indestructible material; a solid re-inforced concrete quay wall along the north shore of the inner harbor between Myrtle street and Broadway, having a base twenty-two feet wide, lying forty-five feet below the city base line, tapering by regular steps to a width of five feet on the mooring surface and having a total length of 2700 feet, alongside of which there will be thirty feet depth of water at low tide; and the construction of a bulkhead over a mile long on the western water front for the reclamation inshore of four hundred acres of submerged tide land and the construction of wharves for the mooring of deep sea ships on the bay front. The re-inforced concrete wharf at the foot of Livingston street in East Oakland is nearly finished. About 300 feet of the south side quay wall fronting on the inner har-

bor has been finished and much of the preliminary work done for its extension. The contract for the construction of the bulkhead, approximately a mile long, on the western water front, or what is popularly called the Key Route basin, was finished about two months ago and the work officially accepted. Dredging the basin in front of the bulkhead to provide the necessary depth of water to enable the largest vessels employed in Pacific Ocean commerce to enter it, and moor alongside the wharves, to be constructed during the present year will follow and the spoil will be used to bring the submerged tide land inside the bulkhead up to the city base line. If the work on the Panama Canal is so far advanced that vessels engaged in interoceanic commerce may pass safely through it in 1913, as President Taft has publicly announced, it is not only possible, but quite probable, that Oakland will be the only Pacific Coast commercial city which will be ready with modern harbor improvements to accommodate them with the facilities which they will need for the loading and discharging of cargoes when the opening of the great artificial waterway actually occurs.

Oakland has been officially commended by the President and others in authority at the seat of national government as being the one Pacific Coast city that is making a genuine, earnest effort to get itself in readiness to receive the commerce which the opening of the great inter-oceanic waterway will bring.

### PUBLIC SERVICE CORPORATION IMPROVEMENTS.

And the corporations to which Oakland has leased sections of its water front are also beginning to bestir themselves toward the accomplishment of the same end. In all probability by the time that this article is published the United Properties Company will have begun operations on the north side of the Key Route basin for the construction of a solid mole along the line of the trestle extending from the shore-line at Emeryville to the Key Route ferry slips, preliminary to the construction of wharves for deep sea ships and the filling in of the partially submerged tide lands lying above the ordinary low tide line. For this purpose the United Properties Company is prepared to spend \$5,000,000. The reclaimed land is to be used for the location of industrial plants for which it will be well suited, owing to its proximity to the municipal wharves.

The Southern Pacific and the Western Pacific railroad companies are also planning the expenditure of many millions each for the improvement at an early date of their respective leaseholds on the western water front, so as to be ready to cope on even terms with the keen competition which the opening of the Panama Canal is expected to create in the inter-oceanic, the transcontinental, and the Atlantic and Pacific coastal freight and passenger carrying trade. Both companies have water front improvements now capable of caring for much more than the present demands of commerce, although these have been increasing at a rapid rate during the past twelve-month. Among the illustrations published with this article in THE TRIBUNE ANNUAL are one of the long docks at the end of Long Wharf, which structure is, however, to be removed within the next six or seven years, to give free waterway to shipping to enter the municipal docks in course of construction in the Key Route basin; the docks now used at the end of the Key Route pier and the Western Pacific railroad terminal as seen from the shore side.

The entire water front of Oakland, on both the west and south sides, promises to be a scene of greater activity during the new year now starting on its career than it has been during the one just closed.

## Twelve Months' Expansion

(Continued from preceding page.)

bank counters, the bank clearings for the twelve months ending November 30 amounted, however, to \$170,033,566.81, an excess of \$21,991,970.43 over the previous twelvemonth. To illustrate how far these clearing house reports fall short of describing the actual business done by the banks, the cashier of one of the leading banks in discussing the subject, declared that the one institution he represented did a business in excess of \$10,000,000 per week over its own counters, or, in other words, handled business aggregating over \$520,000,000 a year, or practically three times the amount of the business reported through the clearing house. And Oakland contains besides twenty other banks, all of which are flourishing and several of them doing a metropolitan business.

### GROWTH OF OAKLAND'S COMMERCE.

Oakland's commerce is steadily growing. Every successive year shows a material gain. Unfortunately, neither the Oakland Harbor Commission nor any Oakland commercial organization is keeping a systematic tab on Oakland's commerce. Even a summary of the records of the corporations and firms engaged in the city's commerce give but an imperfect knowledge of what is being carried on the waters within the city's jurisdiction or of what is being handled at its wharves by vessels moored there. And this is particularly true of Oakland's foreign commerce. Being only a sub-port of entry, most of the foreign cargoes discharged or loaded by vessels at Oakland's wharves are entered in San Francisco, whose commerce is thus unduly inflated and Oakland's commerce is unfairly reduced. Oakland will never get full credit for the volume of its commerce until some systematic method is adopted by the Oakland Harbor Commission, on which the responsibility now rests, to keep a correct and detailed record of the vessels entering the waters over which that body exercises exclusive jurisdiction, their tonnage and the amount, character and value of the freight which they deliver on or load from Oakland wharves. When that is done, Oakland will have a new and interesting commercial story to relate which will give the city a new and more important standing abroad than it possesses today. In fact, through the failure to keep proper track of its commerce, Oakland is neglecting one of the most important and profitable opportunities for its own promotion abroad. Still the

latest report of the United States army engineer in charge of Oakland harbor improvements shows that Oakland holds the second position in rank of the commercial cities of the Pacific coast and is crowding San Francisco hard for the first place.

During the past year Oakland has made a public display of its new and latter-day spirit of commercial expansion by beginning the expenditure of the initial obligation of the \$2,300,000 it has assumed for the improvement of the twenty-seven miles of commercial waterfront under its control, which involves at a conservative estimate a total expenditure of approximately \$25,000,000. The bond appropriation of \$2,300,000, which is now being expended, provides for the adaptation of 10,000 lineal feet of Oakland's waterfront for commercial uses, and the reclamation, at the same time, of about 400 acres of tideland to adapt it for industrial and warehouse uses. It is planned that these improvements, including the construction of permanent wharves, with modern equipment for the loading and discharging of cargoes, the construction of a belt railroad to bring rail and ship together, and other improvements essential for the economical handling of commerce, shall all be completed in ample time to meet the demands for commercial facilities made by the increased number of ocean-going shipping which will enter the Golden Gate as a result of the opening of the Panama canal. Of all the Pacific coast ports which can be entered by deep-sea ships, Oakland is making the greatest progress in the preparation of facilities for the new commerce which the canal opening will create, and it will be the first one to report its readiness to receive it. With its 10,000 lineal feet of modernly equipped wharves, Oakland will be in a position to give commercial facilities simultaneously to ocean-going vessels of the largest type afloat representing in the aggregate at least 250,000 registered tons.

### MORAL AND EDUCATIONAL PROGRESS.

With all of its devotion to its practical interests, Oakland is not neglecting its moral and educational interests. In the erection of new churches the city has of late years witnessed a new departure in the constructive character of such edifices. Church building is no longer carried out on temporary and perishable lines, with perishable materials and deceptive effects. All of the recently erected church edifices have been designed to be built of materials as imperishable as nature and human genius have been able to provide. All sham has been abolished in the character of the materials used in their construction. Oakland's new churches are temples of stone, concrete and steel, built to resist the shock of the earthquake, the rav-

ages of fire and the inroads of decay produced by the elements and the passage of time. Three such church edifices will be built in Oakland during the year 1912.

To increase its educational facilities, Oakland has bonded itself to spend approximately \$2,500,000 for new school houses, new school sites and enlargement to the grounds of many of the schools now in existence in order to keep pace with the growth of population and the demands for school accommodations which the increase in the number of its inhabitants is creating. During the past year Oakland's population has increased at the rate of 1000 per month, as indicated by the number of new buildings that have been erected in it for residence purposes alone, which community development has progressed almost unnoticed, at all events without attracting any special attention in any quarter. During the coming year Oakland will erect two new high school buildings which will cost over \$1,000,000, besides other edifices for educational purposes.

### MUNICIPAL BUILDINGS.

The municipality has erected, among other public edifices during the past year, a modern electricity building for the housing of its fire alarm and police telegraph apparatus. The building stands at the extremity of one of Oakland's newest parks bordering Lake Merritt. Being on park land it has been constructed on a design of architecture that makes it fit harmoniously in the scheme of park development. Indeed, no city on the Pacific coast has any chaster or more beautiful structure within its confines than this same electricity building. It has been built to accommodate the wants of the city when it shall have a population of 1,000,000 inhabitants. No building devoted to the purposes to which it is being devoted is so completely equipped with every modern up-to-date device for performing its special functions.

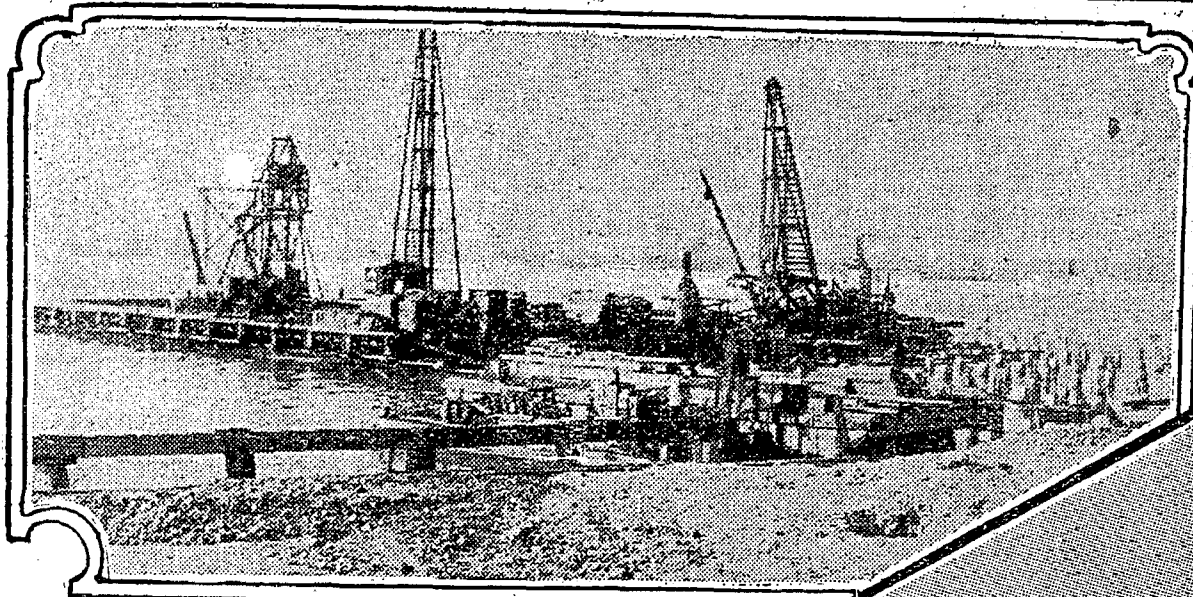
The city, also, has begun the erection of its new city hall during the past year. All the contracts for this edifice have been awarded, the total cost amounting to \$1,300,000. By the close of the year 1912 it will be well advanced toward completion.

During the present year Oakland will erect a great municipal auditorium for the holding of great conventions and public gatherings. This structure will cost \$500,000, and a bonded indebtedness to that amount has been authorized by the people.

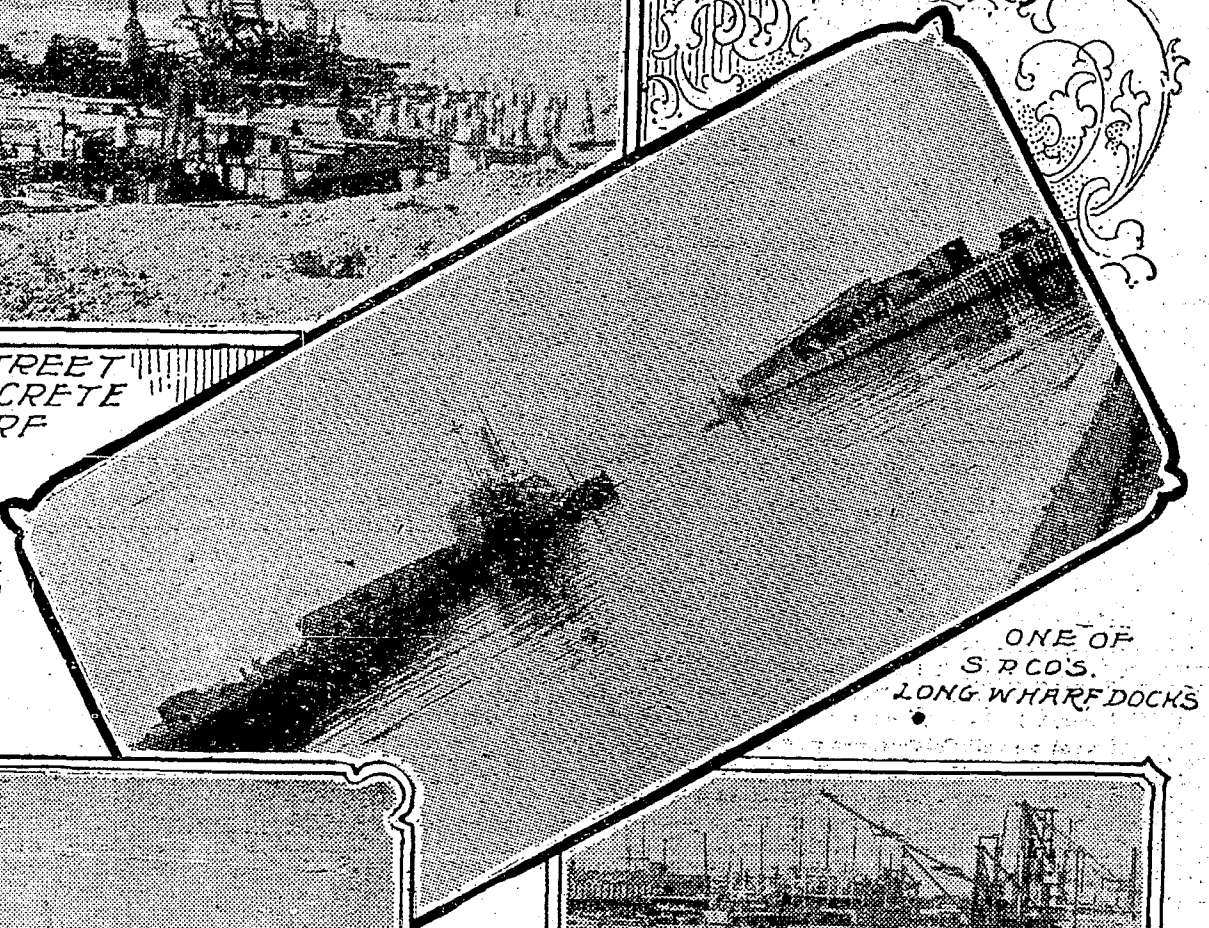
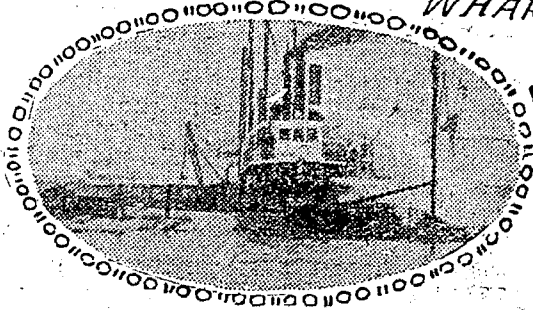
Enough has been said in the foregoing to prove to the most skeptical reader who has not had the opportunity of seeing for himself that Oakland has made marvelous progress during the past year, is keeping up the pace at present and has laid plans for much greater development in the future.



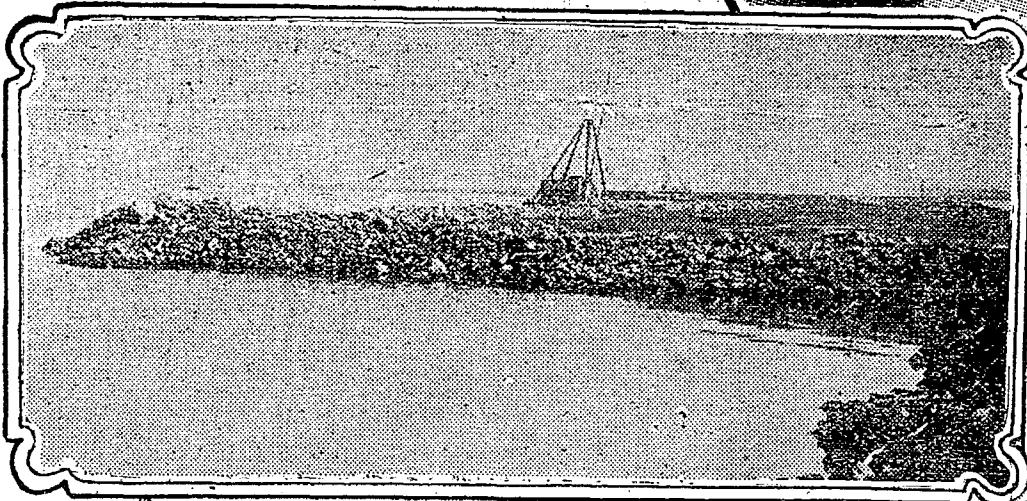
# Oakland's Commercial Water Front Improvements



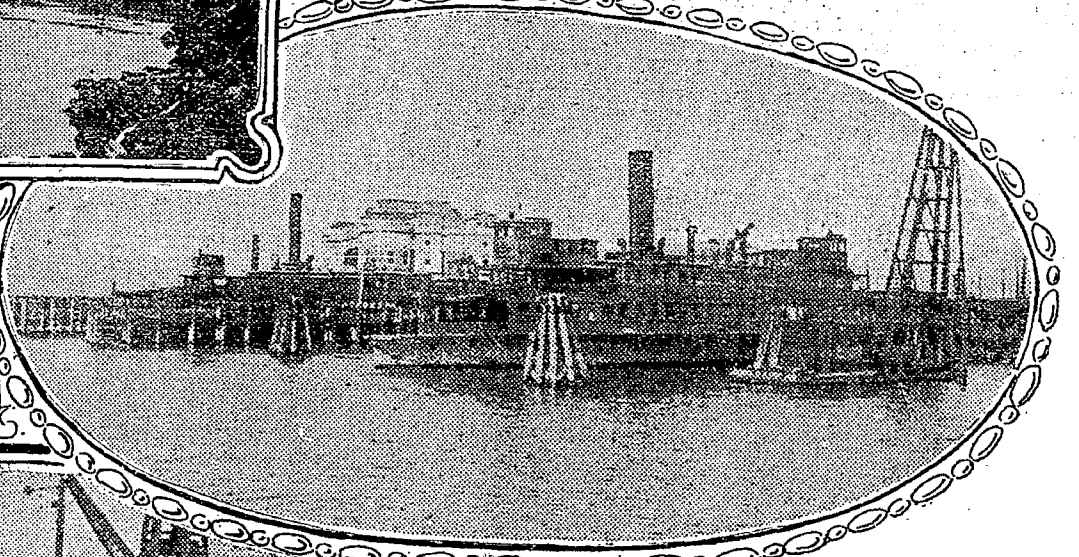
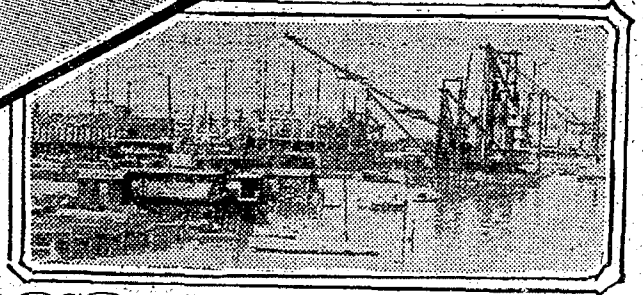
LIVINGSTONE STREET  
MUNICIPAL CONCRETE  
WHARF



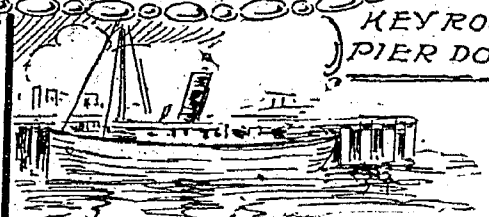
ONE OF  
S.R.C.'S  
LONG WHARF DOCKS



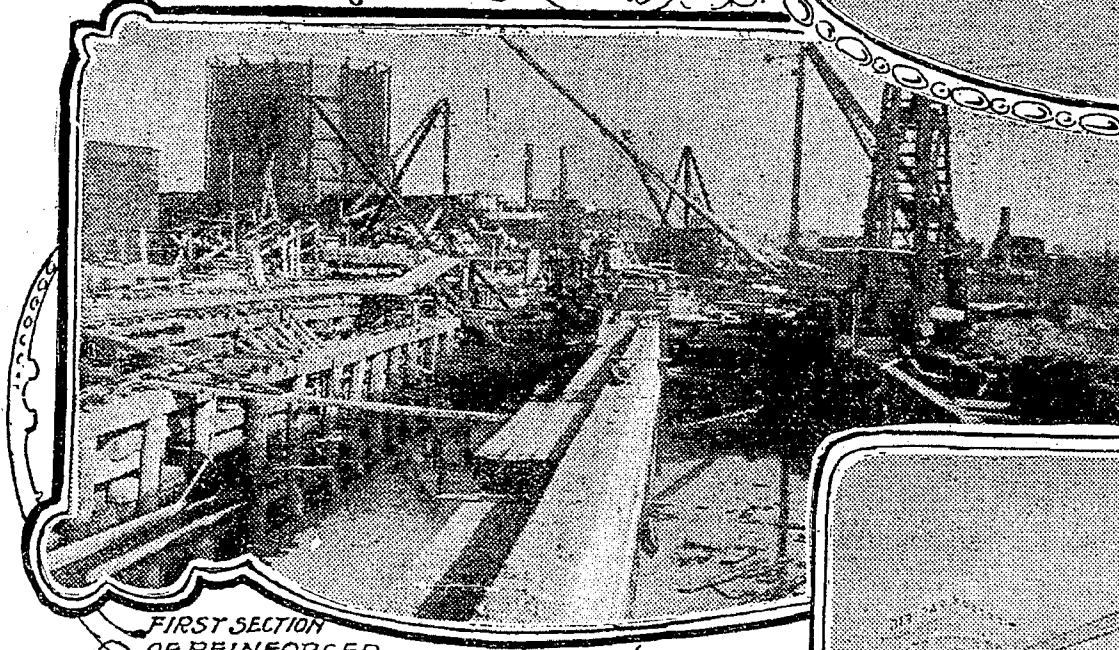
MUNICIPAL BULKHEAD IN  
KEY ROUTE BASIN  
ONE MILE LONG



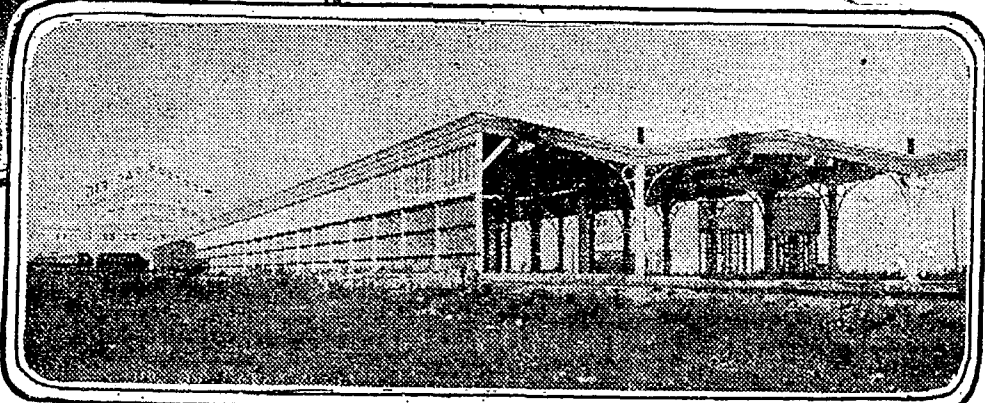
KEY ROUTE  
PIER DOCKS



WESTERN PACIFIC R.R.  
WATER FRONT TERMINAL



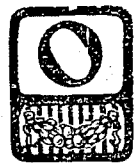
FIRST SECTION  
OF REINFORCED  
CONCRETE QUAY WALL AT  
FOOT OF MYRTLE ST.





# OAKLAND'S STREET CANYONS

## How Skyscrapers Have Ascended Into the Air on the Main Business Streets During 1911



OAKLAND has been passing through a period of rapid evolution during the past six years changing the skyline of its central business district starting therein artificial canyons also with modern skyscrapers of the highest type of the skilled architect's creations and the constructive ability of the builder. At no period has this recent constructive evolution and new skyline formation been more pronounced in development than during the past twelve months. The heart of the main artificial canyon created by high-storied "Class A" structures constructed of materials capable of resisting the consuming influences of devouring flames and the racking effects of earthquakes, is at the crossing of Fourteenth and Broadway, and from that central point, the building of deep artificial street canyons, in which the lights are strong and the shadow deep, and the windowed walls are high, is being hastened in the various lateral, parallel and divergent thoroughfares that radiate from there in all directions.

### STREET CANYON CONSTRUCTION.

The process is active throughout the central business district, and, as the years move along in regular procession, it grows more active with the increase of the city's wealth and population and the growth of its financial and commercial importance each successive twelve-month. The east wall of the Broadway canyon has been extended from Eighth to Nineteenth street.

There are gaps in the line which remain to be filled up during the coming years. When the Exposition year dawns on us, in all probability, these gaps will have been filled in with costly, lofty, permanent buildings of modern design and practically indestructible materials, and the street sides converted into, what may be termed with the exercise of a very moderate degree of poetic license, an almost solid and unbroken, many-windowed wall of stone, brick, steel and concrete, with an irregular but attractive elevated skyline.

The accompanying illustrations show the processes which are at work in producing these changes, not only in the main business thoroughfare of Oakland, but, also, in the lateral business streets intersecting it. The transformation is expanding, north, south, east and west, and, in support of this fact, the camera contributes its irrefutable testimony.

### WHAT SKYLINE CHANGES HAVE COST.

During the past five and one-half years, Oakland (including the territory annexed to it two years ago) has spent approximately \$50,000,000 in new building, and a large proportion of the money has been spent in the expansion and reconstruction of its central district. Scarcely a month has passed during these five and one-half years without a change being made in the skylines of its business streets, by the rearing up into them of the symmetrical shaft of some tall modern designed and constructed business block. Over \$7,000,000 have been invested in new buildings during the year 1911, and something like \$4,500,000 of this amount is represented in business blocks of one

kind or other, either recently finished or still in course of construction.

### CONSTANT CHANGES IMMINENT.

But the street canyons and new skylines created in the business district of Oakland are not permanently fixed. The prospects today are that before the close of 1912 many important changes will take place in both. There are at least two big churches, whose tall spires have been conspicuous in the central business district's skyline for over a quarter of a century which will disappear this year to make way for costly modern business blocks to be erected on their sites. The rapid expansion of the central business quarter has crowded out these churches and the members of their congregations, and both have been compelled to retire nearer the city's outskirts.

In the course of a few months the new city hall will erect its stately shaft in Oakland's central skyline, high above all other structures, its conspicuous figure marking the civic and business center of the city.

Incidentally, the skyline is undergoing marked changes also in other sections of the city, growing out of the erection of large new industrial plants and the enlargement of others previously existing. Many changes of this character have occurred in the industrial districts during the past year, and many others are planned to be made in them this year.

However, the changes in Oakland's skyline are being closely studied these stirring times in the history of the city's modern development by those who are interested in its progress and prosperity.

## FREIGHT HANDLING IN LOCAL RAILROAD YARDS

### Their Efficiency in Operation and Capacity Unequaled Anywhere on the Pacific Coast

(By D. H. BRADLEY,  
Oakland Chamber of Commerce.)



THAT Oakland is the greatest center for the collection and distribution of boat and car-carried freight on the Pacific coast is known to all Californians who keep up with the times. That as a railroad distributing point it ranks with the largest and most efficient similar centers in the Atlantic coast country is not so well known.

The efficiency of the distributing facilities of the railroads centering in Oakland, in the matter of handling goods of wholesalers, jobbers and manufacturers to all points in the interior valleys, has been a strong factor in the upbuilding of Oakland's commerce, while the celerity with which goods were handled to and from Oakland wholesale houses is appreciated by Oakland citizens and interior California merchants. But few of these realized that they were enjoying advantages in this regard superior to any service furnished in the country.

### NEW INTEREST AROUSED.

New interest in this subject has been aroused among shippers and transportation men by the recent description of the greatest similar freight handling center of the Atlantic coast. This eastern freight handling station is a few miles out from New York at Waverly, N. J. It was established by the Pennsylvania Railroad Company about four years ago, and has done for the Atlantic coast region what the Kirkham street terminal yards and station of the Southern Pacific Company in Oakland has done and is now doing for California.

A comparison of the methods used in handling freight at the two points reveals the fact that the eastern railroad is employing identically the same system which has been in use for several years at Oakland. In fact, it can probably be said that the Oakland station is the pioneer, as the system was all worked out and ready to be installed immediately after the San Francisco fire, but the actual development of the plan was delayed somewhat by the necessity for some repairs. At any rate the Oakland distributing station, which is a counterpart of that which is looked upon as a most wonderful thing in the east, has been in successful operation for four or five years.

### OAKLAND SYSTEM A SUCCESS.

The prime object of the Southern Pacific freight transfer system at the Kirkham street station in Oakland is to expedite the distribution of less than carload lots of freight, originating east of the mountains and destined for local points in California. So successful has been the operation of this system in Oakland that this class of freight is handled as expeditiously as the merchandise matter sent through the mails. In fact, Oakland shippers participate in the advantages of the system which gives practically an express service, in which bulky freight is moved on to its final destination with less delay in distributing, rehandling and forwarding than in many times the case with freight handled by the express company or third and fourth-class mail matter handled by the postoffice department.

As an illustration of the manner in which the system works: Suppose a carload of freight originated at Chicago, St. Louis, Kansas City, Omaha or Denver, and destined for a dozen towns in California. The car would be put into the train coming to the west coast, at Oakland. Here it would be run into the Kirkham street yard, and the goods distributed from this car to others for the local rail lines on which the places of final destination are located. These cars, as reloaded, are switched into place and made up into trains which at once move off on the final journey. These freight trains are usually made up to start out in the late afternoon and night, and are given as much preference as is consistent with the operation of the railroad, so that quick time is made to the point of final destination.

### RAPID DISTRIBUTION.

So rapid is this distribution and transmission that freight received in Oakland from across the continent at or after noon time is dispatched during the same evening, and the train schedules are such that if the point of final destination is within 150 miles the con-

signee will have his goods at his door the next morning at the commencement of business.

The Kirkham street yards and the freight houses are equipped with transfer platforms alongside of which are run the cars, and the capacity of the tracks beside these platforms permits of "spotting" ninety-five cars at one time. In many cases the freight is taken directly from the car across the platforms and loaded into another car with stopping on the transfer platforms.

### IMPROVEMENT IN PLATFORMS.

These landing platforms are all on a level with the floors of the cars, and the platforms extend from the main freight house platforms as piers extend seaward from deep-water wharves, the spaces between the transfer platforms serving the same purpose as the water-front slips, except that cars are run into and out of them instead of ships. The cars when spotted on the transfer spur tracks are often arranged with doors opposite to each other and with the board "aprons" that fit the intervening space there is opened up a short route across tracks and platforms to where the car for which a portion of load is intended happens to be located. This and many similar devices are used to shorten the time of handling freight and increasing the efficiency of the workmen and equipment.

A large force of freight handlers and clerks work by daylight and by electric light, so that throughout the whole twenty-four hours the shifting of freight goes on, and as fast as one car is loaded it is pulled out to the tracks where the switch engines make up the trains. Another empty is put into place, and on the other side of the platforms, perhaps, at the same instant, a car from across the continent has just been emptied and it is pulled out to give room for another of its class. This system is worked out so well that the transferring is carried on with the greatest precision and celerity.

### SYSTEM OF TRANSFER.

A system of card checks is used and each checker is provided with a chart of the transfer station, showing the position of the outgoing cars and the numbers which represent the places to which they are to be sent. The truckman, when he rolls a truck load of freight out of a car, is given a slip number representing the car into which the goods are to be loaded. There is a check back system by which the checker can, at a glance, be sure that the truckman has made no mistake and has put his goods into the proper car. So smoothly does the whole system work that errors are very seldom found, and the rapidity with which a train of cars is unloaded and the loaded cars switched out, made up into new trains and started to the interior is little short of marvelous. This rapidity of handling and the frequency with which cars are emptied and filled makes the daily capacity of the transfer station many times that of the "spotting" capacity of the tracks alongside the platforms. Sometimes the truckmen will empty a fully loaded car in a few minutes. Three hundred cars a day have been handled at this transfer station in the busy times.

### CLERICAL FORCE WELL DRILLED.

The drill of the clerical force and truckmen is somewhat similar to that given to the postal clerks in teaching them how to distribute mail. The transfer clerks and truckmen at the Oakland Kirkham street station must know the location of every railroad station in California and adjacent territory. He must know just what main line or branch line will reach each station. He must have his train schedule at his finger ends and know which train will run as local and which ones will only handle carload lots to each of these stations. He must know which car on his transfer tracks will take any given box, barrel or bundle of freight to its destination quickest and with least number of rehandlings. He must know this so well that the sight of a station name or at hearing it called he can instantly designate the car it goes to. Just as the fast-working mail clerk trains his brain and hand to make the letters fly in a continuous stream toward his "case," each one dropping in its proper box, just so the transfer platform men train their eyes, hands and brains. These men have one object in life while on duty, and that is to get freight moved rapidly and in the proper direction. As an exemplification of the efficiency of a clock work system, dependent upon the efficiency of each human unit, the

Oakland freight transfer station of the Southern Pacific is a marvel to the layman and an object that calls for the admiration of the trained traffic handler.

### INCREASE IN "SPOTTING."

The Southern Pacific Kirkham street transfer station, since this system was first inaugurated, had a capacity for "spotting" about fifteen cars at one time alongside the platforms, although it has been only about four years since the system was put into full operation. There has been an increase in the "spotting" capacity of more than 400 per cent and consequently in the daily capacity for handling freight.

While the great eastern counterpart of the Oakland freight transfer station handles a few more cars annually, the increase in the business at this point has far outrun the increase at Waverly, and yet the growth of the Waverly traffic is looked upon as something wonderful down there.

The Kirkham street station is substantially the freight clearing house of the Pacific coast. There is a difference between the Oakland freight transfer station and that of the Pennsylvania company in New Jersey, and this lies in the fact that at Oakland the cars are handled in direct connection with the wharves where load and unload the deep-sea vessels and the bay and river craft which play so great a part in the commerce of this city. In this regard the Oakland transfer station and railroad yards are without a parallel in the United States, for nowhere does a similar condition exist.

### ADVANTAGE TO OAKLAND.

The great advantage to Oakland, locally, of having such a dispatch system in operation here lies in the fact that Oakland wholesalers, jobbers, manufacturers and distributors of goods have the privilege of the frequent shipments on the many distributing trains which are made up at this station. In other words, the Oakland wholesalers, jobbers, manufacturers and distributors get all the advantage of being located where this distributing system has its head and where it was established primarily for the purpose of expediting the dispatch of freight received from across the continent.

To the manufacturer or dealer whose business requires facilities for collecting raw material or the finished products of the back country, the return trains supply every need. In actual service it is found that if a merchant in the interior of the state has occasion to make a hurry order and sends it to an Oakland wholesale or jobbing house, he gets his return freight a day earlier than if the same order were sent at the same time to a San Francisco wholesale or jobber. This is one of the strong points in favor of Oakland as a wholesale and distributing station that is being recognized in the business world. To the efficiency of the Kirkham street transfer station is due a large part of the great advantage of this city.

### CHEAPER ON OAKLAND SIDE.

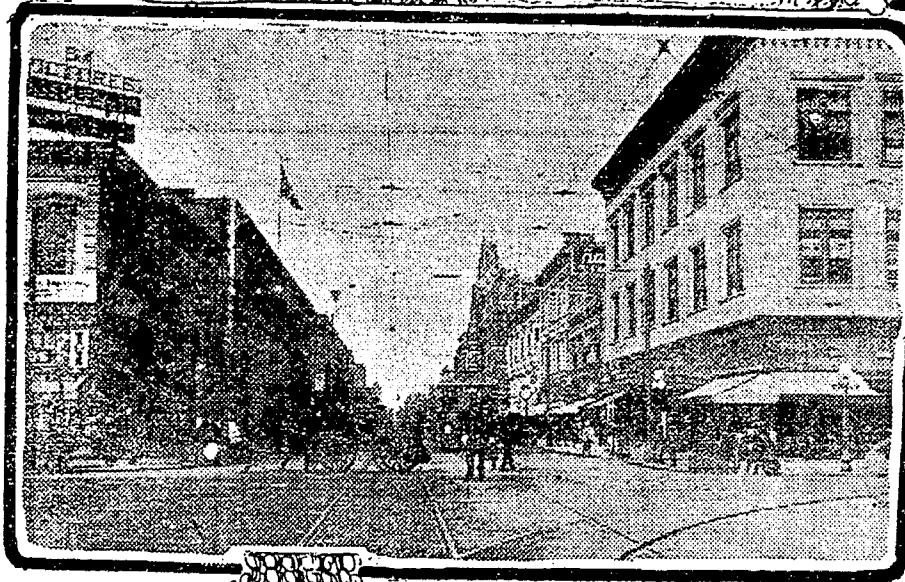
It is a fact that freight can be collected from the interior of the state of California and shipped to the markets of the world, or manufactured and then shipped, cheaper when handled on the Oakland side of the bay than if it is carried across to San Francisco and then shipped. There is a saving of money and in time in favor of the east shore communities.

Manufacturing on the east shore is done more economically and satisfactorily than on the peninsula. The reasons back of this are largely the same that affect in the same way the handling of freight. What is true with regard to freight traffic originating in the interior and destined for points in the east, in Europe, or Asia, is also true of incoming commerce from over seas. The development of the transportation facilities of Oakland and the east bay shore communities has shown that Oakland is the logical place for locating the wholesale jobbing and distributing business for Central California.

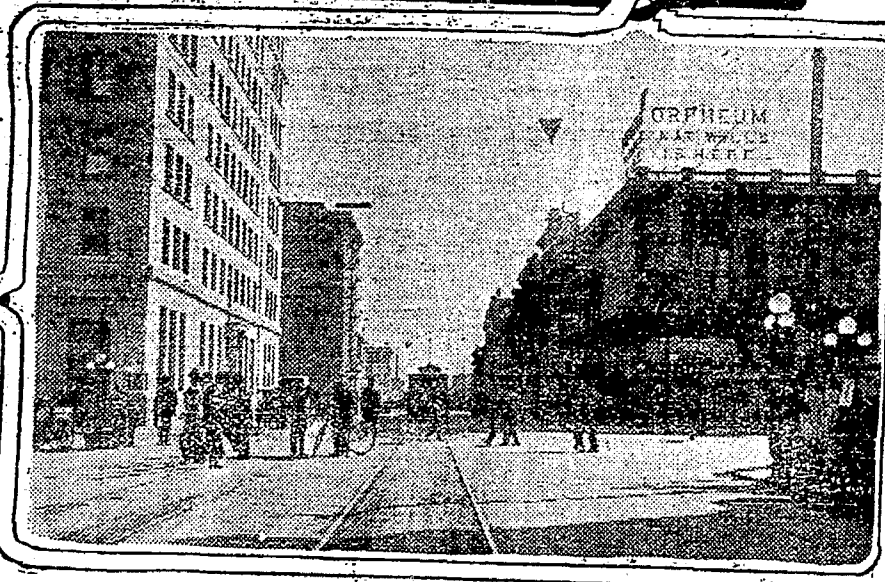
The local business, that is the business originating in any city in the state of California or on the Pacific coast, would not justify the railroads in building up such a system of distribution as is found here. This is another instance which illustrates the fortunate situation of Oakland and the manner in which under natural laws, facilities for transportation are working toward building a great commercial and industrial metropolis on the continental side of the bay.



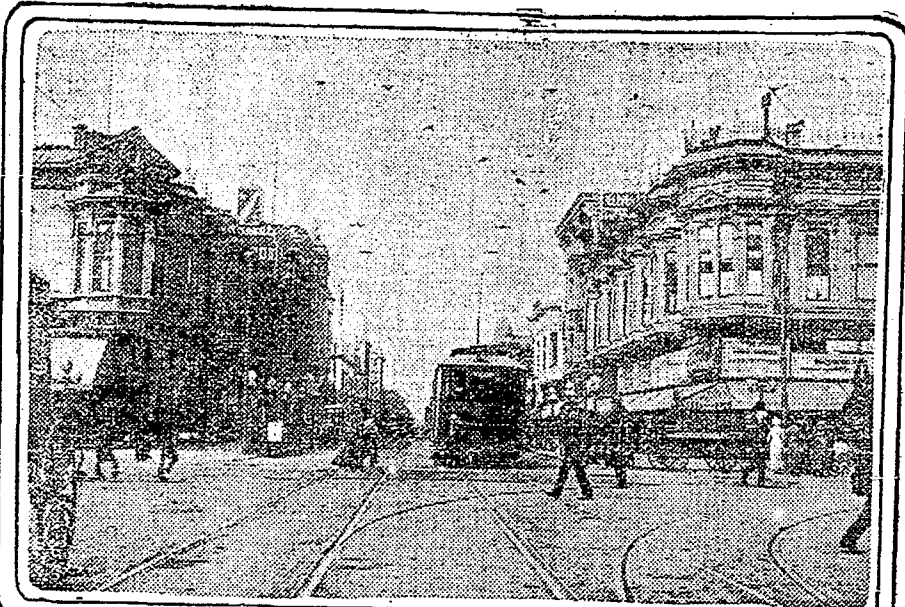
# VIEWS IN OAKLAND'S CENTRAL BUSINESS STREETS



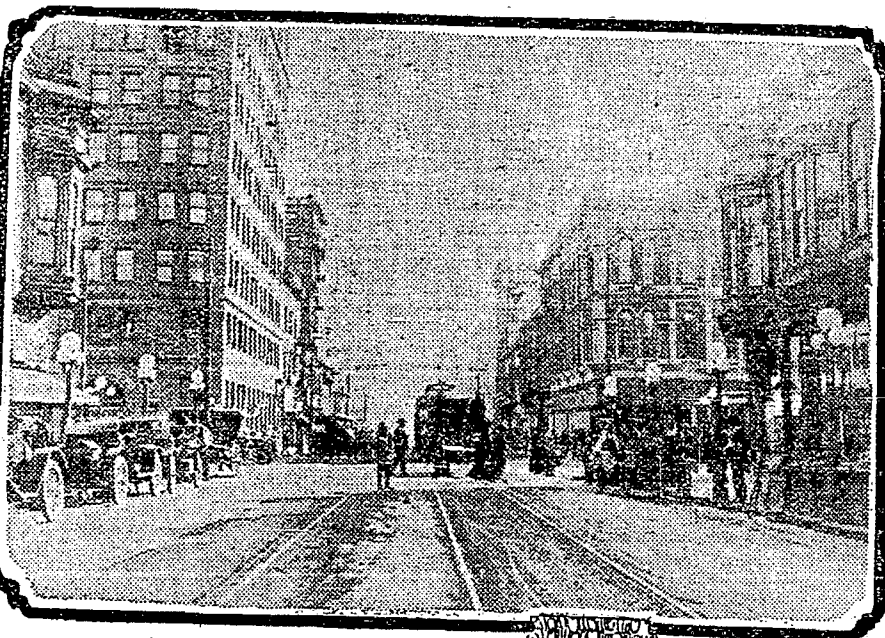
TWELFTH ST. LOOKING WEST FROM BROADWAY



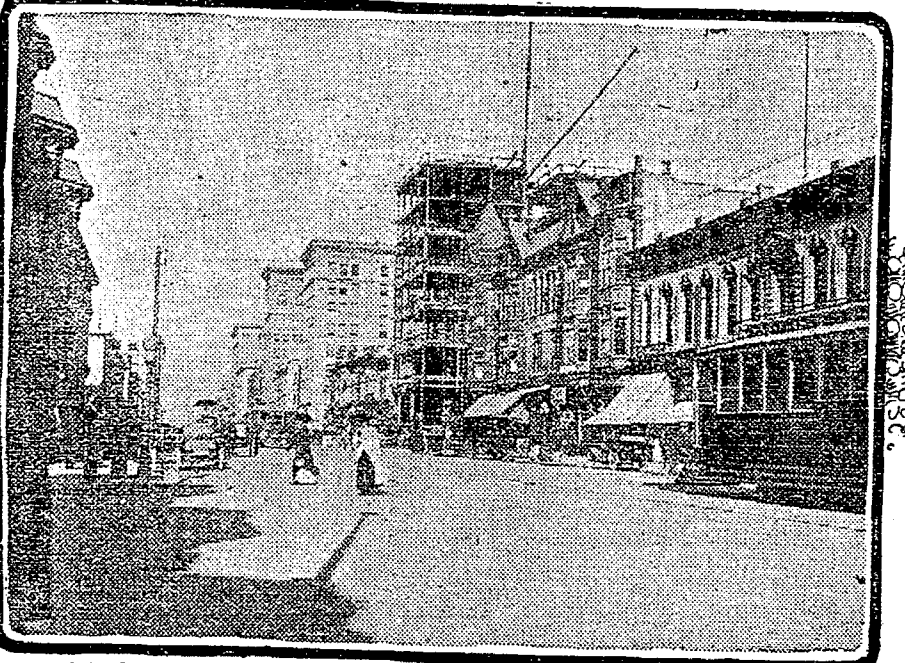
TWELFTH ST. LOOKING EAST FROM BROADWAY



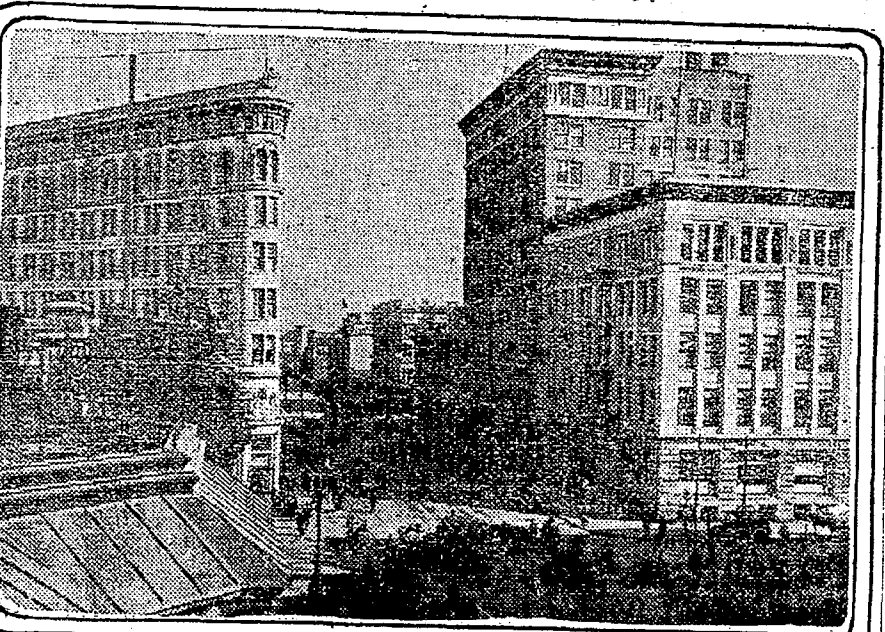
THIRTEENTH ST. LOOKING WEST



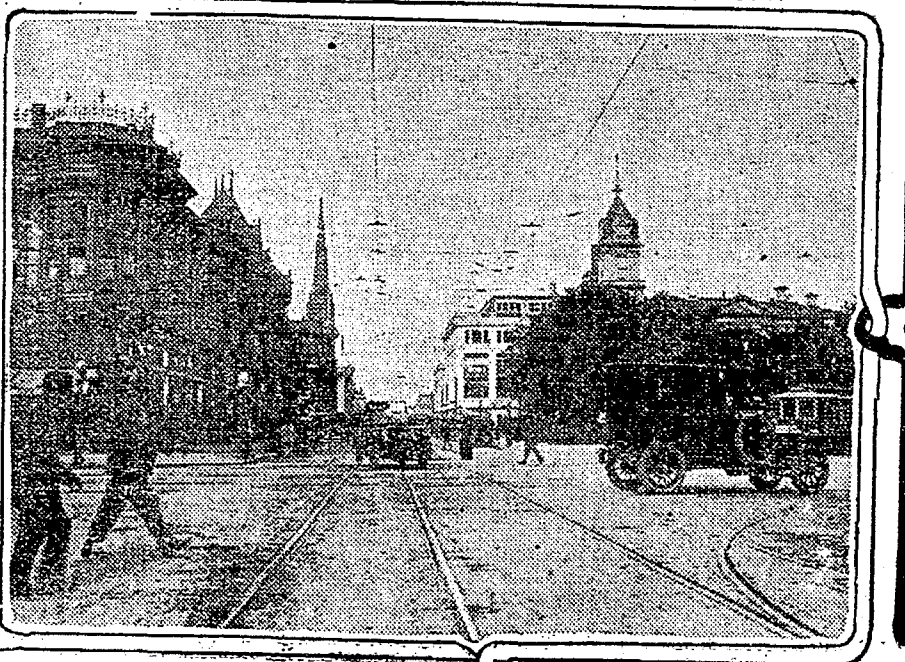
THIRTEENTH ST. LOOKING EAST



EAST SIDE BROADWAY LOOKING NORTH FROM TENTH



EAST SIDE BROADWAY- LOOKING NORTH FROM FOURTEENTH



FOURTEENTH ST. LOOKING WEST



FOURTEENTH ST. LOOKING EAST



# GROWTH OF OAKLAND HARBOR

## Government Improvements Have Made It's Commerce Second in Importance Among Pacific Coast Ports



THE development of the inner harbor of Oakland for the benefit of deep sea commerce has made marked progress during the year 1911. In this work the municipality is now co-operating with the United States government. The latter began operations in the fiscal year 1873-4, when the first Congressional appropriation for the deepening of the channel and constructing training walls for its protection was applied for those purposes. Since then the War Department, under whose jurisdiction these features of harbor improvement have been carried on, has been spasmodically active, its activities being regulated, however, to accord with the action of Congress in the providing of funds.

### CONGRESSIONAL APPROPRIATIONS.

Up to the close of the fiscal year 1910-11 the total appropriations made by Congress for the improvement of Oakland harbor amounted to \$3,833,856.61. This sum having been spread over a period of thirty-eight years, it has averaged practically only \$100,000 a year, and while much has been accomplished, the cost of what has been done was materially increased by Congressional parsimony and procrastination. However, the bar which existed at the entrance to San Antonio estuary, as Oakland harbor was known in 1874, and which had at that date only about eight feet of water at high tide, after the city had spent in 1872 \$15,000 in dredging it, has been removed and a channel opened 500 feet wide and 30 feet in depth at low tide, protected by training walls at the western end 800 feet apart and from two to two and one-half miles in length, extending to the foot of Fallon street—a distance of approximately four miles from the harbor entrance—and continued at a reduced depth at low water to the western end of the tidal canal at the head of Brooklyn basin, an additional distance of about two miles. The cost of digging the tidal canal, which is over a mile in length and has a depth of eight feet at low tide, and the erection across the same of three drawbridges to carry land traffic, is included in the harbor expense account covered by the Congressional appropriations. This tidal canal was originally planned and opened for the exclusive purpose of scouring the main channel of the harbor and keeping it free from silt. The government has latterly, however, recognized its value for commerce and has thrown it open to navigation and transferred the control, operation and maintenance of the drawbridges to the Alameda county board of supervisors.

Until this year, with two minor exceptions, namely, the small group of municipal wharves at the foot of Franklin and Webster streets, and another narrow structure of the same character at the foot of Grove street, commerce in Oakland harbor has been compelled to rely upon private and corporation enterprise for accommodations along the water front.

### GROWTH OF OAKLAND COMMERCE.

Still Oakland commerce has grown apace since the Federal government began to improve its harbor in 1874. That year the total traffic by water, including ferry business, aggregated only 154,000 tons.

In 1880, under the stimulus of the expenditure of the first \$500,000 Congressional appropriation, Oakland's commerce had grown to one million tons, valued at \$25,000,000.

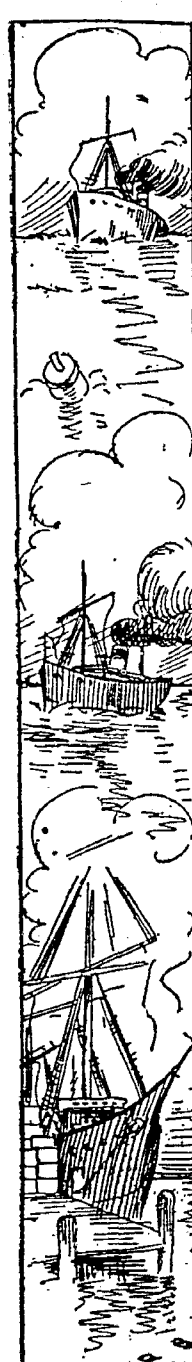
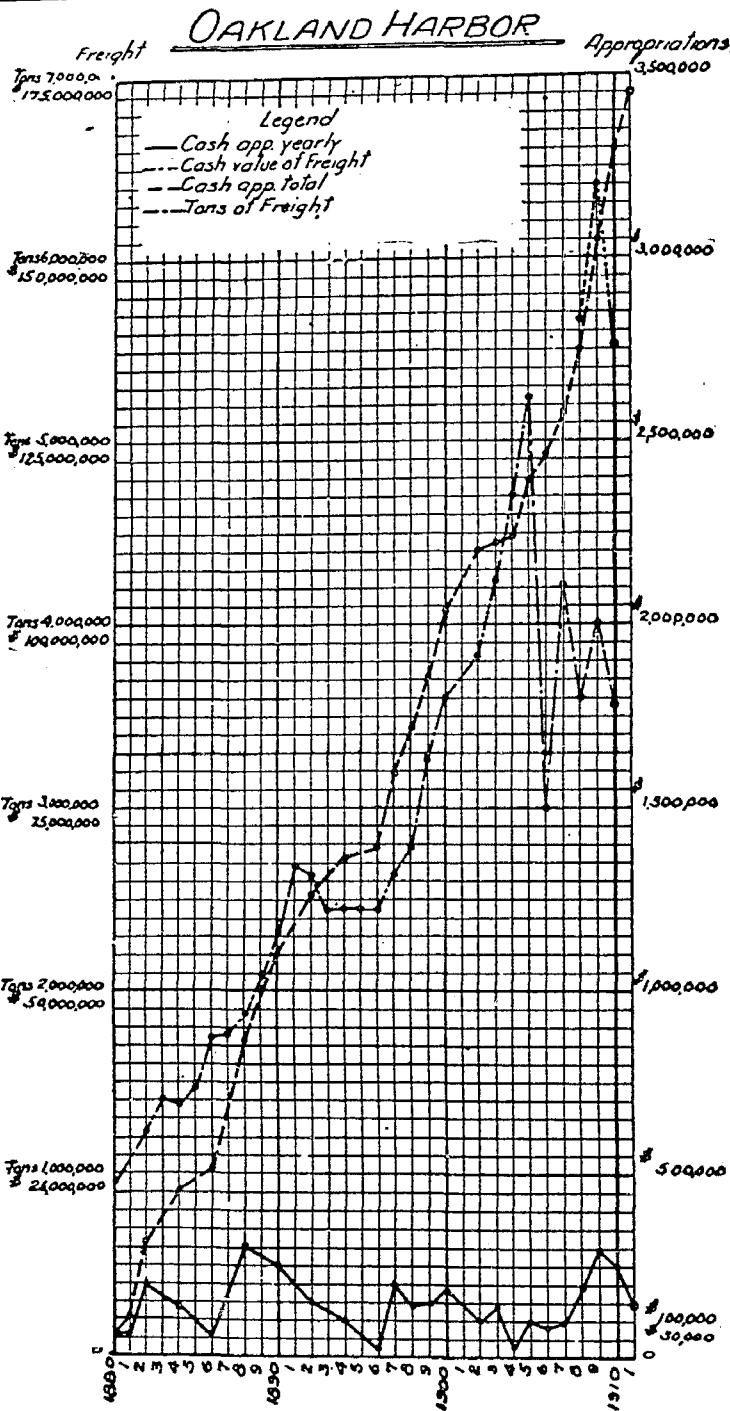
The annual report of United States Army Engineer Lieutenant-Colonel John Biddle for the fiscal year 1910-11 contains the statistical diagram herewith reproduced, showing the yearly growth of Oakland harbor commerce from 1880 up to the close of 1910 and its relationship to the appropriations made by Congress from time to time for harbor improvement. This diagram is self-explanatory. The tonnage of freight by water handled within the harbor and its value for the last year of each decade is paralleled by the amount of Congressional appropriation for Oakland harbor improvement which has produced that year's results. The showing is as impressive as it is interesting, because it illuminates indisputably the importance Oakland has attained as a seat of commerce on the western coast of the United States. It throws a new light on Oakland's commercial status. Comparing the number of tons handled on Oakland wharves, its freight traffic by water nearly equals that of San Francisco's corresponding freight traffic. According to this official diagram, 7,000,000 short tons of freight, valued at \$175,000,000, was handled at Oakland wharves in 1910. The text of this official report places the freight traffic of the San Francisco water front at 7,324,577 short tons, valued at \$222,478,148. San Francisco's excess of freight tonnage handled on its water front amounts to approximately 325,000 tons only, and only \$47,478,148 in value.

### OFFICIAL COMMERCIAL STATISTICS.

In the body of Colonel Biddle's report the amount of freight handled on the wharves of the inner harbor, for whose improvement the Federal government had spent up to the end of the year 1910 \$3,500,000 in round numbers, is placed at 3,575,371 short tons and its value at \$138,059,278, about evenly divided between merchant vessels and the inner harbor ferries. The figures in the diagram include, of course, the volume and value of freight handled on the moles of the Western Pacific and the Southern Pacific and on the Key Route pier, all located on the western water front. It, therefore, appears that on Oakland's western water front the freight handled in 1910 aggregated 3,424,629 short tons, valued at \$37,000,000. This is undoubtedly approximately correct, for the Southern Pacific Company's agent at the end of Long wharf reports that 3000 vessels moored at the docks there during the twelve months ending November, 1911, which handled 1,500,000 tons of freight traffic, valued at \$30,000,000.

In his commercial statistics of Oakland harbor Colonel Biddle segregates the freight traffic of 1910 as follows:

Lumber and building materials, 630,000 tons; value \$3,150,000.  
Crude oil, etc., 250,000 tons; value, \$1,171,942.  
Hay, grain, farm products, etc., 14,000 tons; value, \$560,000.  
Coal, 21,217 tons; value \$169,736.  
Miscellaneous, 913,713 tons; value, \$45,685,650; making a total of 1,828,930 tons, valued at \$50,737,228,



Relationship Between Growth of Commerce and Congressional Appropriations (From Colonel John Biddle's Report).

and carried by 4161 American bottoms and forty foreign vessels engaged in the trade of the port, whose registered tonnage aggregated 1,250,964 tons.

The inner harbor, or creek, ferryboats carried during the year 1,746,441 tons of freight valued at \$87,332,050.

Unfortunately no official record has been kept of Oakland's commerce save of the comparatively trifling amount handled at the small municipal wharves at the foot of Franklin and Webster streets. This was due in past years to the long-contested jurisdiction over the water front, finally settled in favor of the city. Now that jurisdiction over the inner and the outer harbor lines is fixed permanently by judicial decree in the municipality, and that the latter has begun the construction, at large expense, of a comprehensive system of docks and wharves for commercial use, it becomes necessary for the municipal government to take cognizance of the fact that Oakland has a commerce nearly, if not quite, equal to San Francisco in the volume of its freight traffic by water and not very much inferior in the matter of values, and that the time has come and the conditions have been created when it becomes incumbent on Oakland to keep an official tab on all of its commerce, as other commercial cities do, and exploit it abroad.

### OAKLAND SUFFERS AS A SUBPORT.

Oakland's misfortune at this stage of its commercial development is that it is not a separate and independent port of entry and clearance, but merely a subport of San Francisco. Oakland's commerce is, therefore, being manipulated solely for San Francisco's benefit, in this wise, that any vessel bringing cargo into San Francisco bay from any domestic or foreign port, part of which is consigned to Oakland, enters at the San Francisco Custom House and the entire cargo is included in the commercial statistics of that city. The process inflates San Francisco's commercial status and robs Oakland of the credit of being nearly as important as itself in regard to its marine commerce.

The pressing need of the times in Oakland is that it shall be made a port of entry and clearance and not longer continued as the commercial appendage of another, of which it is practically of equal maritime worth. It is now nominally a sub-port with a sub-Custom House, where vessels to and from foreign ports may clear and enter and where duties may be paid on imports received by Oakland merchants either by rail or by sea. But it is all a sham and a delusion. For a few years after the San Francisco earthquake and conflagration dutiable Oakland imports by rail were entered in the Oakland Custom House and the

duties were paid there, because then it could not be helped. Now the records of the Oakland Custom House show that few imports of foreign merchandise consigned direct to Oakland merchants escape entry at the San Francisco Custom House, thus deliberately degrading Oakland's commercial status in the eyes of the world and immensely inflating, by dishonest representation, that of the city across the bay. To illustrate: Forty foreign vessels entered Oakland harbor during the fiscal year 1910-11, bearing foreign dutiable cargoes consigned to Oakland merchants. Not one of these was, however, entered in the Oakland support Custom House. All were entered in the San Francisco Custom House and the values of the cargoes and duties paid there and embodied in the commercial statistics of that port.

### OAKLAND'S TRUE COMMERCIAL STATUS.

Under this systematic deceptive diversion of Oakland's commerce by improper entry and clearance (made easy by the fact that the east bay shore cities have not been organized as a separate and independent customs district) the Oakland Custom House receipts have been reduced to the infinitesimal sum of \$14,598.69 for the twelve months ending December 1, 1911. And yet the official reports of the United States army engineer in charge of Oakland harbor, which do not contain statistics relating to shipping using the wharves on the western water front, show conclusively that Oakland's commerce is increasing at a rapid rate. During the fiscal year 1909-10, 3272 vessels, twenty-five of which sailed under foreign colors, entered Oakland harbor. During the year 1910-11, 4161 vessels, forty foreign bottoms, entered, being a gain of 889 over the preceding year. If Oakland, or Oakland and contiguous east bay shore cities, were made an independent and separate customs district, every consignment of dutiable goods from abroad destined for Oakland would have to be entered in Oakland and all exports loaded on outgoing vessels at Oakland wharves would have to be cleared in the Oakland Custom House.

### COMPARISONS OF FOUR COMMERCIAL CITIES.

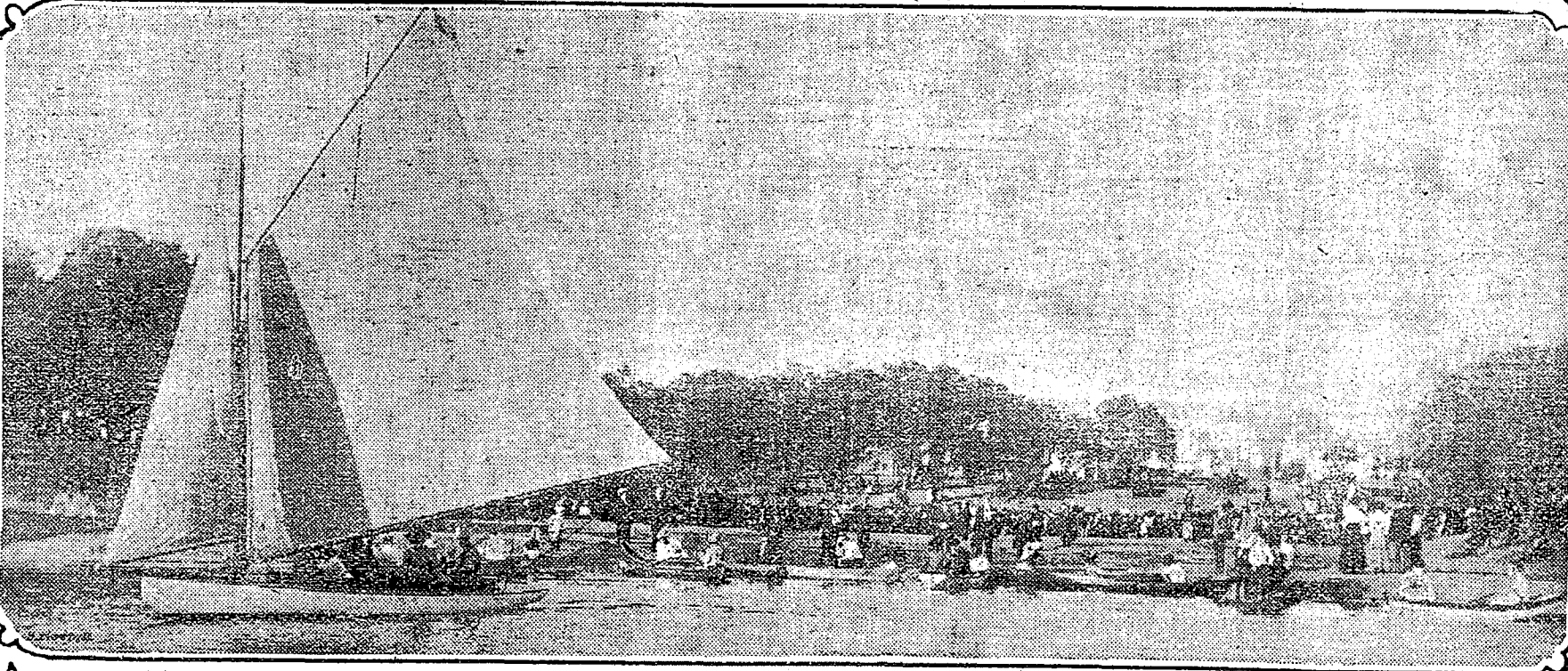
The following comparative table shows the relative standing of the five principal commercial cities on the Pacific Coast at the close of 1910, according to official reports:

	Tonnage.	Valuation.
San Francisco .....	7,324,577	\$222,478,148
OAKLAND .....	7,000,000	175,000,000
Seattle .....	5,368,453	96,091,040
Los Angeles .....	1,709,294	47,040,588
San Diego .....	398,048	22,591,487



# MIDWINTER BAND CONCERT SCENES

## AT LAKESIDE PARK



### Oakland's Sunday Open Air Concerts

(By JAMES P. EDOFF.)



OAKLAND has at present thirty-five parks, including the Lake Merritt water park. The latter contains 160 acres. The thirty-four land parks contain an aggregate of 189.33 acres. The total acreage of land and water parks thus now owned by the city of Oakland is 349.33 acres.

Since the park commission has been in control approximately two-thirds of the park lands of the city have been brought under a state of maintenance. About one-third of the total area of land parks remains to be improved. The improvement and maintenance of this remainder will depend entirely on future appropriations. Considering the limited amount of money which has been allowed the commission up to the present time, I am confident that the public approves the commission's intelligent and economical administration of the park funds and appreciates what it has done in the improvement and care of the older parks and in the parking of the new areas acquired by the city for park purposes.

#### McELROY MEMORIAL FOUNTAIN.

In the general maintenance and improvement of the public parks the members of the park commission have given their time and services unselfishly for the good of the community at large and co-operated to produce

have taken a personal interest and pride in the development of two special features, the first of which was the erection of the fountain in Lakeside park as a memorial to the late city attorney, John E. McElroy, which was dedicated by Mayor Mott on September 17, 1911, in the presence of a concourse of approximately 6000 persons. This memorial was erected at a cost of \$13,145.27, the money being appropriated by the city, and \$2500 contributed by popular subscription will be expended for the bronze panels designed by the sculptor, Douglas Tilden, to commemorate the principal stages of development in McElroy's career. Plaster casts of some of these bronze panels have been temporarily inserted in the sides of the fountain to give the public an advance idea of how the bronzes will appear when permanently inlaid.

#### SUNDAY AFTERNOON CONCERTS.

The second feature in the development of park utilities in which I take a special pride is in the introduction of the park band and Sunday afternoon concerts in Lakeside Park, which is, I am gratified to be able to say, becoming exceedingly popular.

These Sunday afternoon concerts were started October 29, 1911, with a band consisting of twenty-five pieces. It was instituted as an experiment with practically nothing more substantial in sight for its maintenance than a shoestring to cover the cost of the first concert. But it drew a crowd of about 3000 people and was such a pronounced success and popular attraction that five other Sunday afternoon open-air concerts followed with the band of twenty-five pieces, at which the attendance on two occasions reached at least 6000 persons. The band stand and concert grounds are located in a well sheltered little valley opening on Lake Merritt. The grounds contain bench sittings for 4000 persons and we hope to be able to increase those

sittings to accommodate from 8000 to 10,000 persons next summer.

#### BIGGEST BAND ON THE COAST.

Latterly, the services of Paul Steindorff were secured as leader of the Oakland park band and the latter's number of instruments increased to forty, which makes it one of the most complete bands in the United States. The Golden Gate park, San Francisco, band, of which Steindorff was leader for years, comprises only thirty-three musicians. The Oakland park band has, consequently, seven instruments in excess of the Golden Gate park band. As a bandmaster Steindorff bears a national reputation. These Sunday afternoon concerts will be held regularly throughout the fiscal year, weather permitting, and are sure to continue to increase in popular favor as a park attraction. Nothing short of rainy weather is likely to interfere with them through the winter months owing to the genial character of Oakland's climate. So far the average attendance has been about 5000. Under the leadership of Paul Steindorff the band will increase steadily as a popular attraction. Already many people from San Francisco and other bay cities visit Lakeside park to attend the Sunday afternoon concerts. The Oakland park band may, therefore, be fairly considered as a good promotion agency that will in due time pay well for itself in a more substantial form than the mere entertainment of the music-loving public.

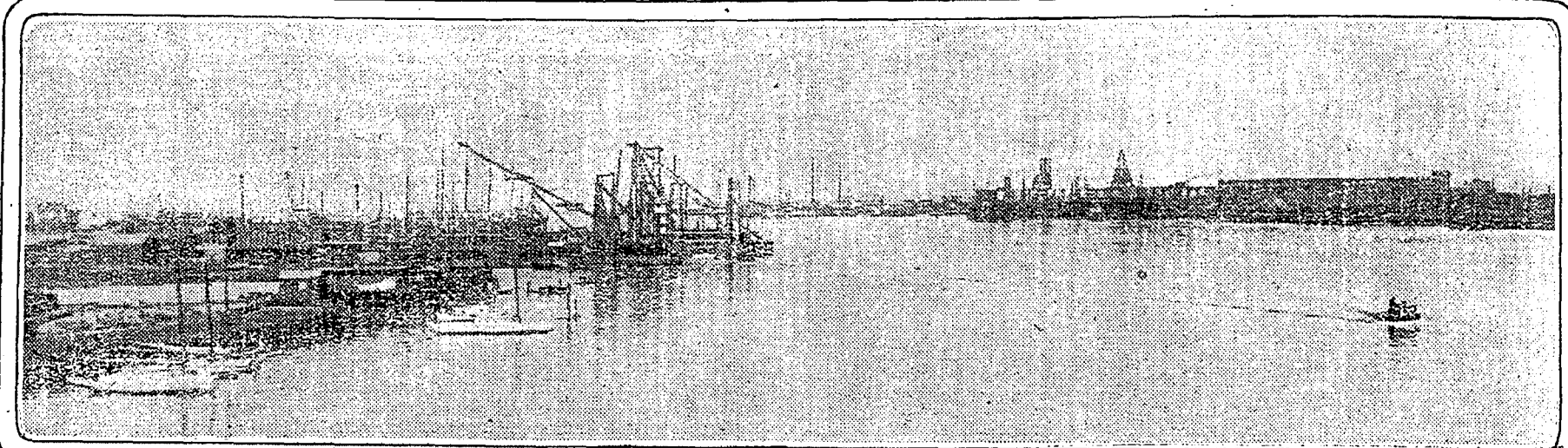
It is my aim to increase the popularity of these Sunday afternoon concerts by making them vocal as well as instrumental entertainments. I hope to enlist the interest of the choral societies around the bay and induce them to contribute to the concert program.

While these Sunday afternoon concerts were started at Lakeside park on, metaphorically speaking, a shoe-

(Continued on Page 14)

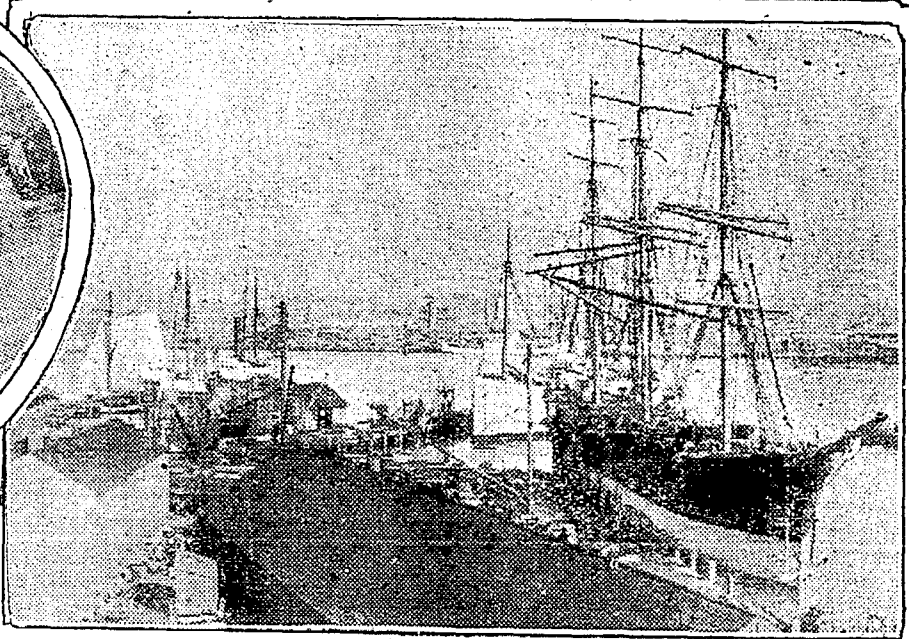
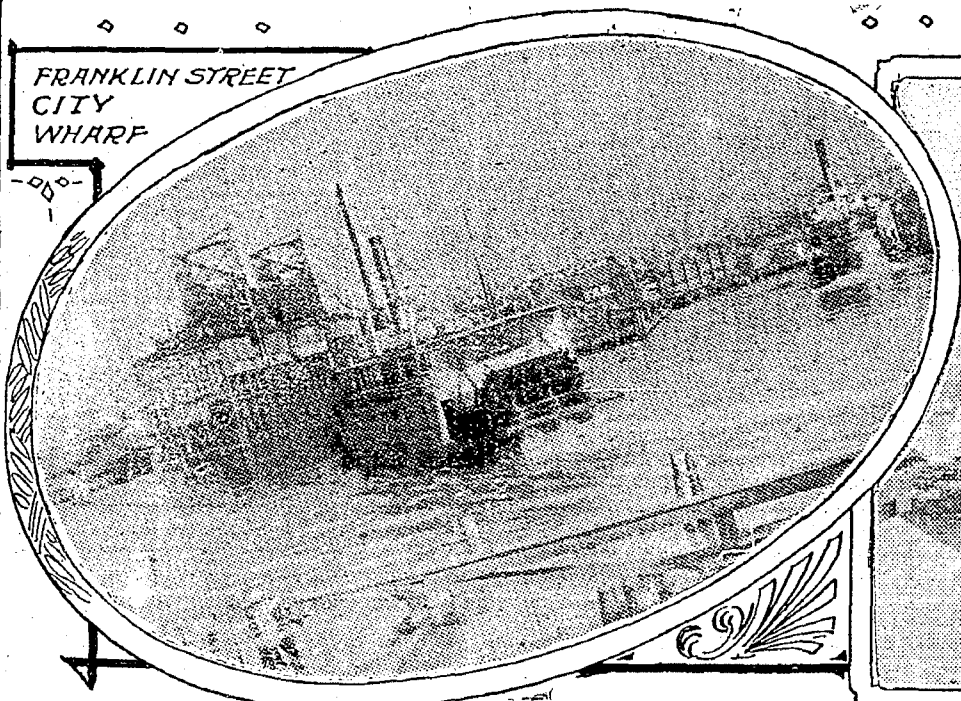


# VIEWS OF OAKLAND'S INNER HARBOR

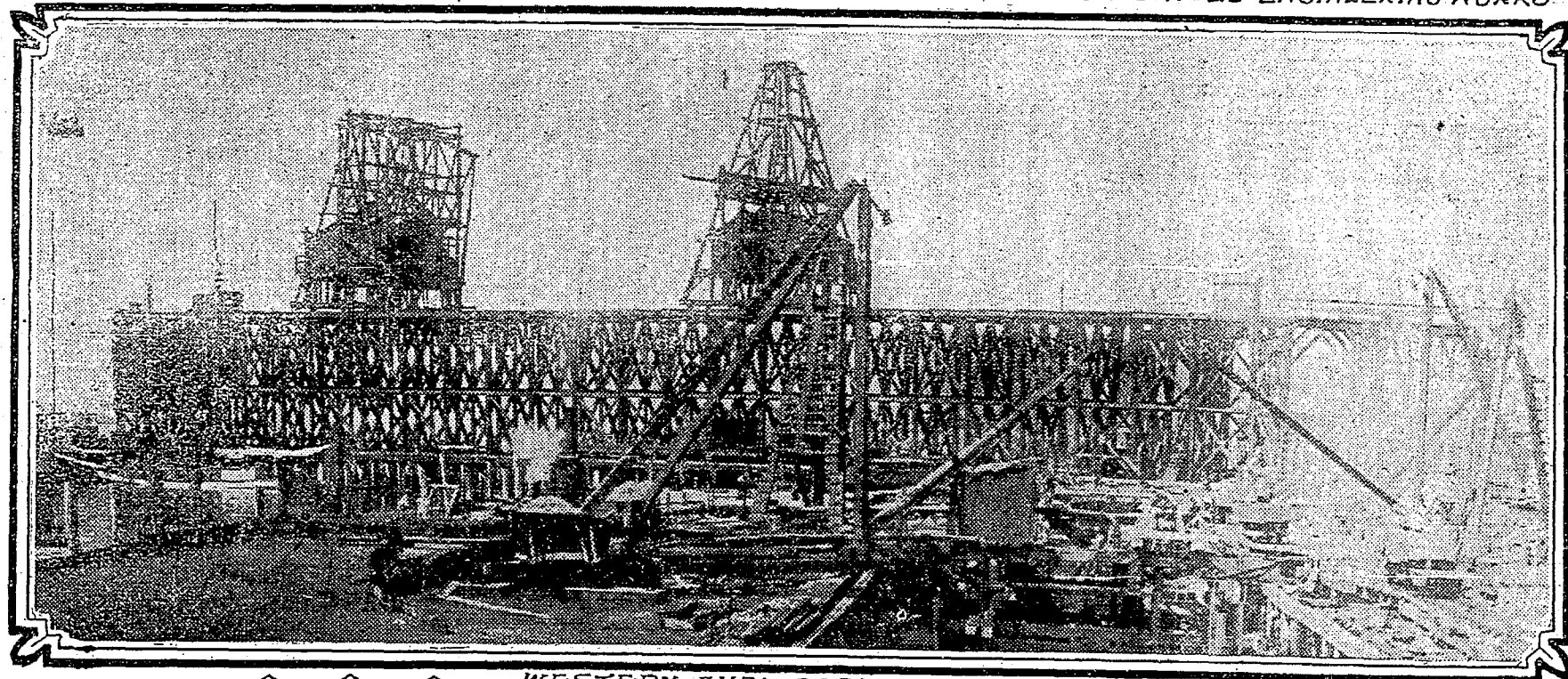


INNER HARBOR LOOKING WEST FROM

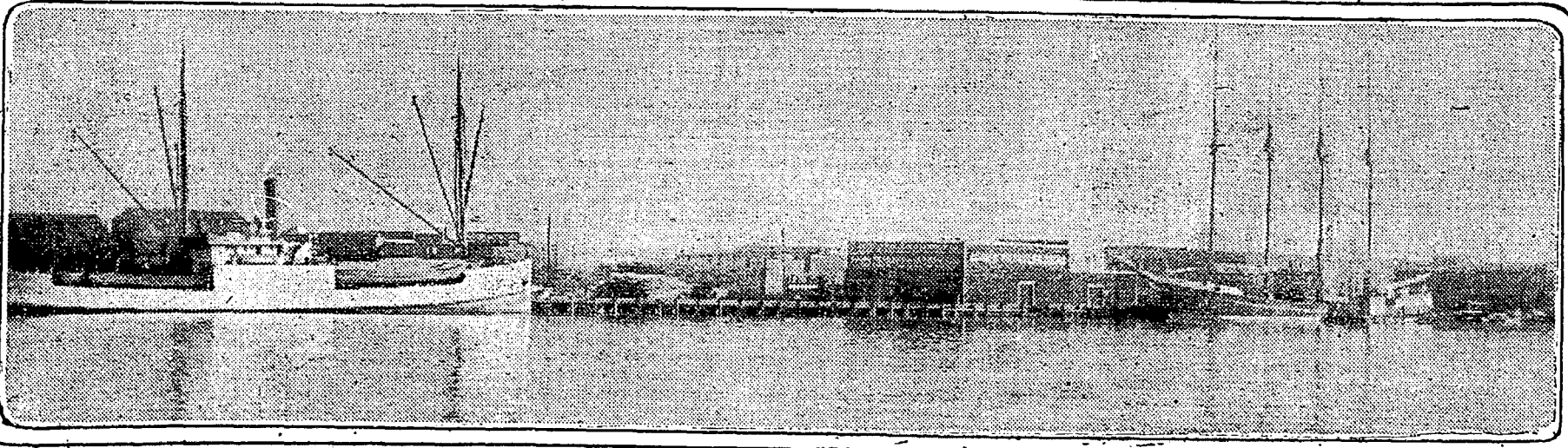
FRANKLIN STREET  
CITY  
WHARF



LOOKING NORTH FROM UNITED ENGINEERING WORKS



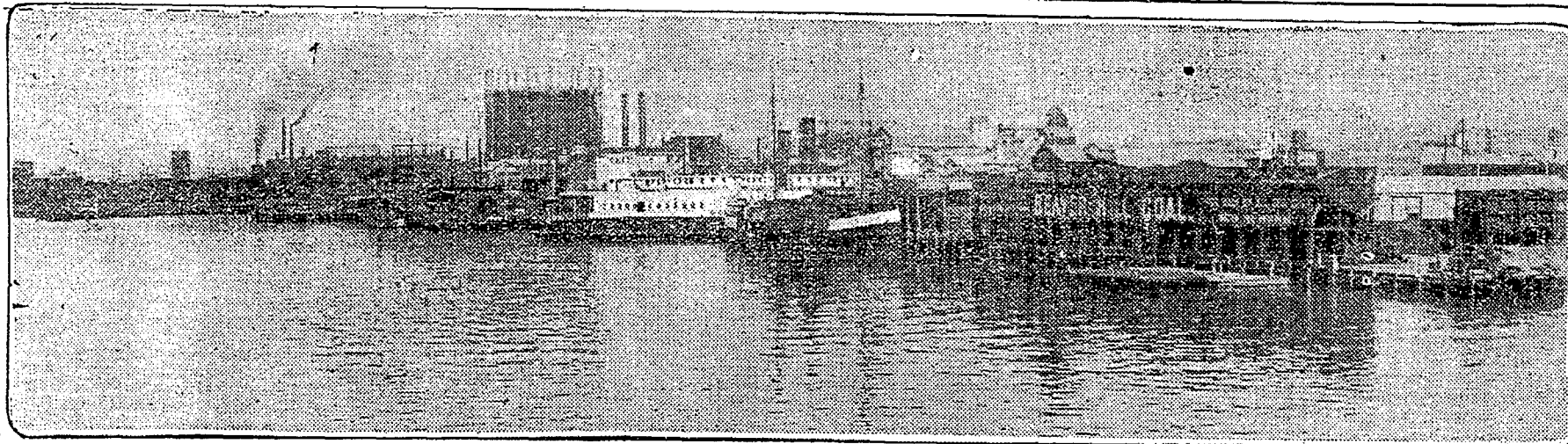
WESTERN FUEL COAL BUNKERS



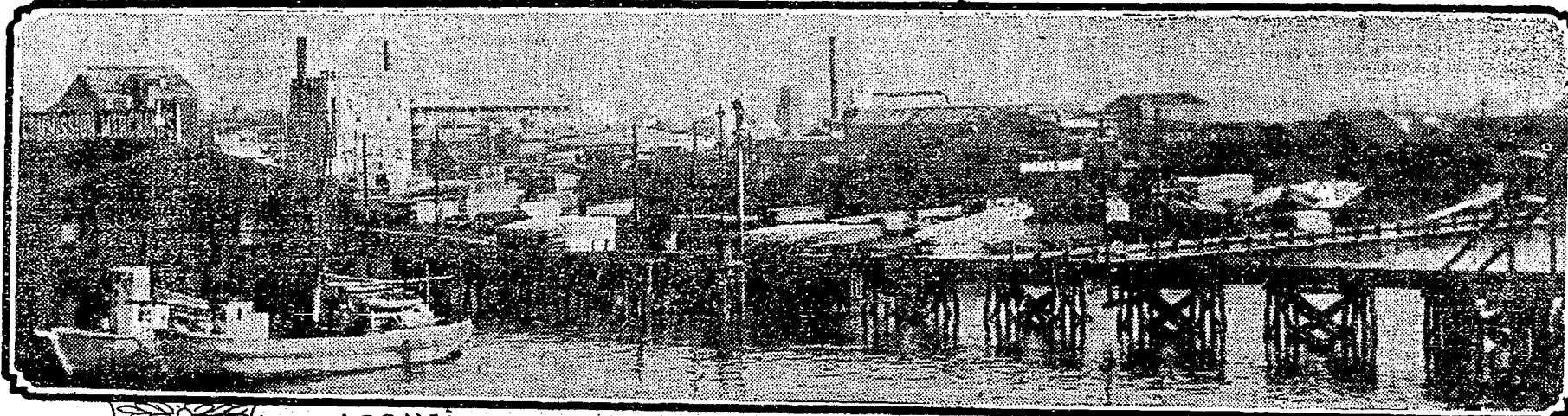
ADAMS WHARVES AND DOCKS



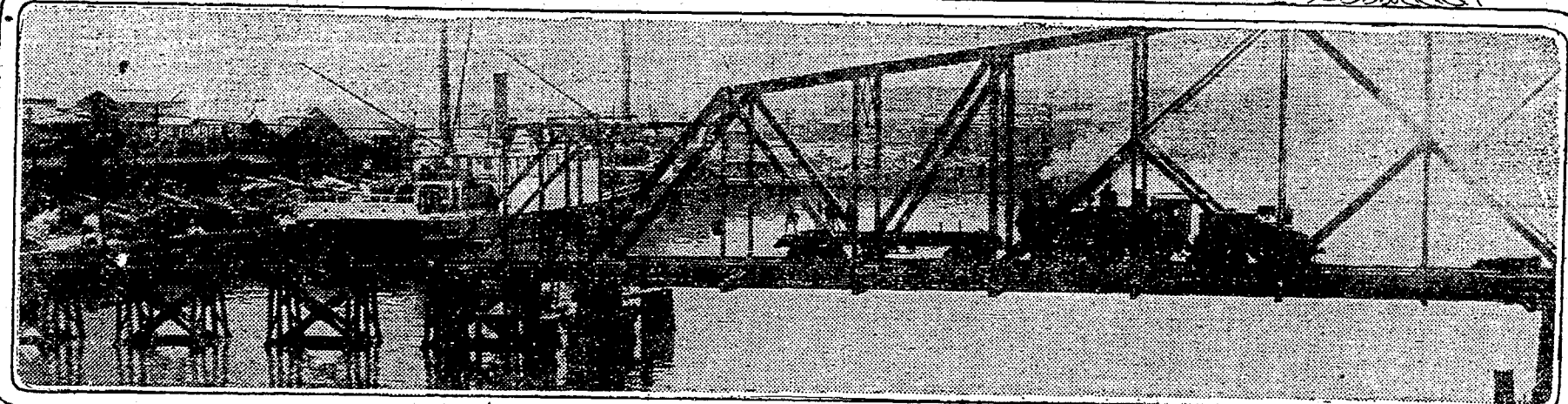
# LAND-LOCKED WATERWAY SIX MILES LONG



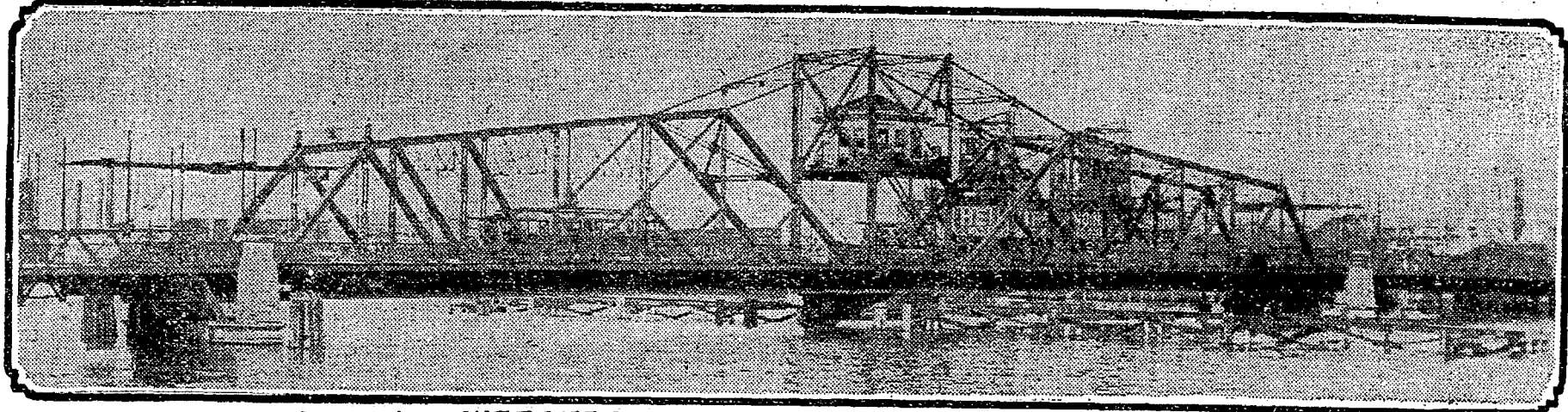
WEBSTER STREET DRAWBRIDGE



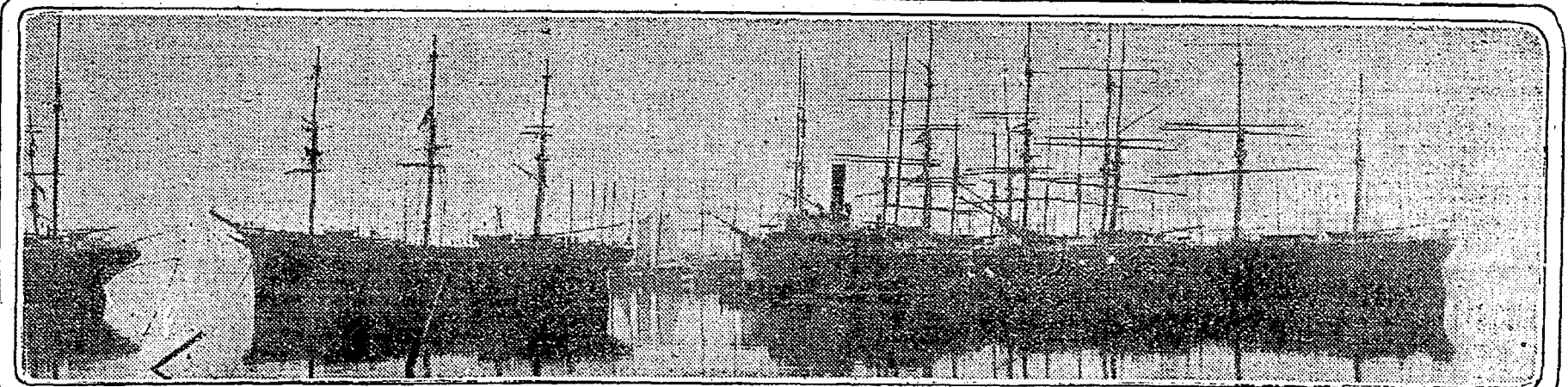
LOOKING NORTHEAST FROM WEBSTER STREET BRIDGE



FROM WEBSTER STREET BRIDGE, LOOKING EAST



WEBSTER STREET BRIDGE



DEEP SEA FLEET IN WINTER QUARTERS



# MUNICIPAL ACHIEVEMENTS

## What Oakland is Doing for Its Advancement and What It Is Planning to Do for Itself in the Future



IN the present age there is great competition between American cities, and if there be capital seeking investment, or a home-seeker looking for a place to locate, this competition is carefully looked into. It is the city that is doing things, the city that is progressive, which attracts and is also the city which must win. For many years Oakland lay dormant before she began to be awakened to a realization of her possibilities. Once the lethargy was thrown off, great achievements were soon brought about, until now Oakland stands equipped to take her place with her sister cities of the Pacific Coast. Much has been accomplished, still much more remains to be done. It is predicted that in 1913 will come the opening of the Panama Canal, and if Oakland expects to receive the share which rightfully is hers of the great commerce which will cross our threshold, it behooves us to put our house in order and be ready to do our part in caring for not only the great commerce which will come to us, but also to make this city attractive to the thousands of strangers who will visit our shores during the Panama Exposition.

### ACCOMPLISHMENTS AND EXPECTATIONS.

A few words as to what Oakland has accomplished during the past year and what she hopes to accomplish during the coming year may be of interest.

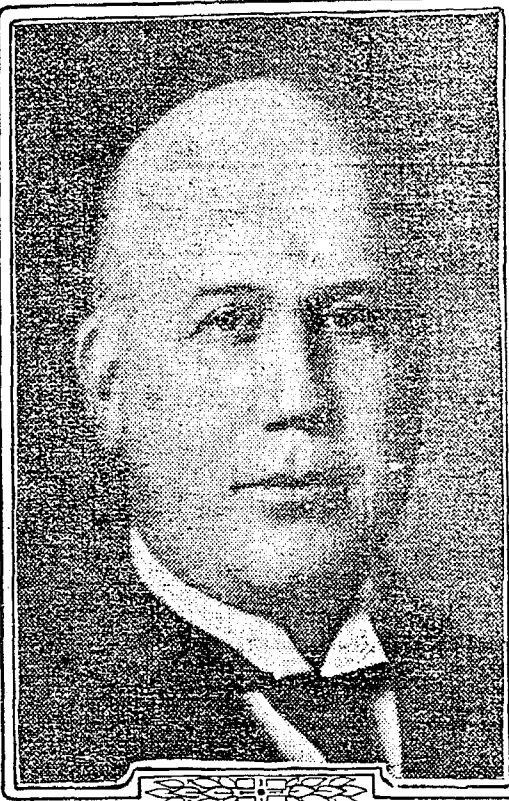
Oakland is the terminal point of three great trans-continental railways. This in itself is enough to insure her prosperity, but there is still a greater factor to be considered and that is the possession of one of the finest harbors to be found anywhere in the world. Oakland has over twenty-five miles of waterfront, all of which is directly under municipal control. Bonds for \$2,500,000 for the improvement of this water-front have already been voted. Contracts have been let and the work is in actual course of construction. But to fully develop the water front will involve the expenditure of a far greater sum. While it will probably be many years before the entire waterfront is developed, when the plans as at present outlined are completed, Oakland will have approximately eight miles of dock, or nearly twice the amount of docks facilities that has been developed on the water front of San Francisco.

This gives promise of a great harbor. A belt line railroad which will circle the harbor is to be built, thus insuring a cheap and rapid method of transferring freight from ship to rail and rail to ship. In connection with the city work in the Key Route Basin, the San Francisco, Oakland and San Jose Railway Company is now beginning work in this basin, which will cost \$5,000,000. We will also have the assistance of the Federal Government, which will probably grant an appropriation of about \$1,000,000 for harbor work. Work in the estuary is also well under way, a fine concrete wharf, located at the foot of Livingston street is nearing completion, and when finished will represent

an outlay of \$175,000. The Western Pacific and the front improvements. Southern Pacific are also to spend large sums for water-

### MUNICIPAL MANUFACTURING SITES.

The city already has many acres of unimproved land suitable for manufacturing sites along the water front, and when the dredging along the Key Route basin is completed about 400 acres will be added to that which is now available. This land is particularly adapted for manufacturing sites. It is practically at sea level, which makes it easy of access, there being no grades over which merchandise must be hauled. At Point Richmond is located the Standard Oil Company,



FRANK K. MOTT,  
Oakland's Progressive Mayor.

and it will be but a small matter to run a pipe line along the Oakland docks and furnish fuel for the steamers right at the piers. Combined with these facts, we have a climate where every day in the year is a working day for manufacturing purposes. Putting these facts together, it can readily be seen that Oakland is in a position to offer great inducements to the commercial enterprises which are bound to come with the opening of the Panama canal.

### OAKLAND'S ADORNMENT.

Aside from the water front developments Oakland has been making giant strides in the matter of civic beautification and those things which go to make for the health and happiness of her citizens.

For the past two years the city has had a department devoted to its embellishment.

The park system of Oakland today represents an investment of several millions of dollars, and everybody concedes that the entire value of the city has been greatly enhanced by these improvements. In connection with the park department we have the playgrounds. Ten playgrounds are now being operated and it is planned by the playground department to extend the scope of this work in the future so that there will be a playground within walking distance of every home. Another feature of the playground movement is the development of the school yard playground. Many of this type of playgrounds are to be opened during the coming year. They will all be under the charge of competent instructors and they will be places where the child will be taught how to play.

### STREET IMPROVEMENTS.

During the past year great progress has been made in street work throughout the city. Many miles of permanent pavements have been laid. Storm sewers and sidewalks have been installed until now the streets of Oakland compare favorably with those of any city on the coast.

The Public Museum, which was opened a little over a year ago, has shown a remarkable growth. This is one of the few municipal museums in the United States, and as such it should be an object of interest to every citizen.

### MUNICIPAL BUILDINGS AND SCHOOLHOUSES.

We have also to consider the construction of municipal buildings. Contracts for the city hall have been let and the building is in course of construction. When finished this will be one of the most magnificent public buildings in the United States. Bonds have been sold for the construction of an auditorium and work on this will soon commence. New schoolhouses are to be erected and many other improvements will shortly be under way.

All of these things point to the progressive spirit of the citizens of Oakland, and with these clear prospects for progress and prosperity, for the creation of a clean and a great city, Oakland confidently stands with her face to the future.

## Operations of the Street Department

(By WILLIAM J. BACCUS, Commissioner.)

OUR own people do not realize the size of Oakland as to area, and few ever think that we have over 505 miles of streets in the city proper.

Comparison may be made by referring to the following table of street mileage:

	Miles.
San Francisco .....	825
Buffalo, N. Y. ....	670
Seattle, Wash. ....	578
Los Angeles, Cal. ....	575
Boston, Mass. ....	514
Oakland, Cal. ....	505
Detroit, Mich. ....	372
Portland, Ore. ....	352
Minneapolis, Minn. ....	250

Of our 505 miles of streets we have in round figures thirty miles of asphalt, brick, basalt block and asphalt-macadam, fifteen miles of oil-macadam, 275 miles of plain macadam, and seventy miles of which the roadway is macadamized.

### FIVE YEARS' PROGRESS IN STREET PAVING.

When we compare the mileage of paved streets and the condition of the streets today with the conditions of 1906 we can realize the progress the city has made along this line. At that time all the streets were in a deplorable condition, and their unattractive appearance did not make a favorable impression on the stranger. Today the streets are not only well paved, but they are kept in fine repair.

It was hard to make the property owner realize the importance of building good streets, and it took several years to make him realize that it was economy to put in the permanent pavement. The progressive spirit has taken hold of all the people, and they now see that there is no other improvement that will contribute to the increase of values more than good street work.

### SANITARY IMPROVEMENTS.

Another important work under the department of streets is the sewers. We have at the present time about 270 miles of sanitary and storm sewers. Many more miles are under course of construction, and plans are now being made for the large sewer system in the annexed territory.

### SIDEWALK CONSTRUCTION.

The construction of sidewalks, uniform in width and character, is another line of work that has been progressing very rapidly. On all streets under construction, as well as those already improved, we are endeavoring to have permanent sidewalks laid at once and find the people responding very readily to our orders. We have recently secured the passage of an ordinance which gives the property owner full protection in constructing a sidewalk. This ordinance embodied specifications which our years of experience have taught us are best for permanent results. It requires the contractor to stamp his name and the date of laying on

the work. It also requires all contractors to make a cash deposit of \$200 as a guarantee for one year. We cannot give this class of work the ordinary inspection that we do on street work owing to the cost to the property owners, but with a cash guarantee for one year it insures the permanency of the work. We consider this one of the most important ordinances passed by the new council.

### OILING MACADAM PAVEMENTS.

One of the innovations of recent years has been the oiling and redressing with screenings of the old macadam streets. This not only gives a smooth, hard surface, but preserves the life of the pavement. It also lays the dust and saves the constant sprinkling of the street. The work has proved its value and has saved the rebuilding of many of the old streets.

The maintenance of our own quarry has proven beneficial to the city at large. It not only gives us our materials at a lower cost than we can purchase in the open market, but it helps the police department to make Oakland an unpleasant place for undesirables to stop in.

The corporation yard is organized along progressive lines. We own and maintain our own stock and equipment and employ our own mechanics, such as horse-shoer, blacksmith, wagonmaker, harnessmaker, etc. In this way we get the best results of maintenance and repair of streets.

### PROSPECTIVE IMPROVEMENTS.

The department intends to do the following work during the coming year:

To completely sewer the so-called sewer districts Nos. 1, 2, 3 and 4, extending from High street to the eastern city limits. This will involve an expenditure of approximately \$500,000 and work will be completed during the year 1912. It is the intention also to bring about the laying of permanent pavements covering some nine miles of streets and costing approximately \$500,000, within the district bounded by Market street and Fallon street and lying southerly of Twenty-sixth street. Also improving with oil-macadam the unimproved streets in North and East Oakland and a large number of streets in the vicinity of Melrose.

With the new tracts now being improved and the oil-macadam streets mentioned there will probably be laid this year approximately thirty miles of oil-macadam, which means an expenditure of nearly \$1,000,000.

The department intends to begin the work of oiling the old plain macadam streets, and intends to prosecute the work on an extensive scale, hoping within the next two years to greatly improve the old streets and decrease the cost to the property owners cutting down the general expenses in the saving of street

Plans are on foot at the present time to take care of the drainage conditions in the annexed territory south of East Fourteenth street, which means an expenditure of a large amount of money for concrete storm sewers and culverts.

## OPEN AIR CONCERTS

(Continued From Page 11)

string, a fund of about \$5000 was raised by voluntary subscription after the holding of the first concert. The Oakland Traction Company contributed \$1000. The City Council applied \$1000 of the entertainment fund provided for in the tax levy. Secretary Vogt collected about \$500. The sum of \$2500 was transferred from the park fund to the concert fund. Of course we shall need more money than we now have in the fund to carry the concerts through until the close of the fiscal year; but I am satisfied that the people will appreciate their great value to the city and come liberally to our relief.

Now that we have a park band of exceptional size and quality and a competent orchestral leader whose ability is nationally recognized, we may reasonably expect an attendance of at least 10,000 persons to these Sunday afternoon concerts ultimately.

### NEW BAND STAND.

Through the courtesy of Mayor Mott we were permitted to remove to the concert ground in Lakeside park the platform erected on the new city hall site and from which President Taft addressed the multitude gathered there to witness the ceremonies of laying the cornerstone, and use the material for the erection of a band stand there. It would have cost us at least \$2000 to have built a band stand with other material. As it is, the removal cost \$495 and the enlargement of the stand to accommodate forty pieces and erect a room for the storage of the musicians' chairs cost an additional \$200, making the total cost of the new band stand \$695. I regard it as a good investment, and that these Sunday afternoon concerts will prove not only elevating and entertaining, but a valuable asset to the community.

### OAK TREE BOX.

At the oak tree near the band stand a box, known as the "oak tree box," has been erected for the express purpose of receiving any written request, criticism, suggestion and contribution from any one present. Frequently those attending the open-air concerts desire to hear repeated a piece performed which has been of exceptional interest, or may wish the band to play some special piece of music, either old or newly composed. Through the agency of the oak tree box we hope to keep the band performances in close touch with the public.

### MUNICIPAL MUSIC LIBRARY.

One of the results of these Sunday afternoon concerts is the starting of a municipal music library. Provision has been made for it in the commission's quarters in the city hall annex. We will ultimately have the best music library in the United States. All the music on hand is classified and indexed. New music is being bought weekly out of the band fund. That feature in connection with the Sunday afternoon concerts will enhance their value as a public asset. When it becomes known that Oakland has a municipal music library unequalled by any other city in the country it will help to make it more conspicuous on the map than it is now.



# OAKLAND'S

Now Being Erected to Cost  
\$1,300,000

"WHEN the setting sun sinks into the ocean far beyond the Farallones, his last rays of good-night will gild the ball surmounting the flagstaff, of the Oakland City Hall with gold as the tallest building on the Pacific coast. It will be sun-down in San Francisco, but the golden ball at the height above our city will still flash with the rays of the setting sun."

These were the words of Mayor Frank K. Mott addressed to President of the United States William Howard Taft as the two stood in the center of a group of San Francisco boosters on the deck of the government tug bearing the President from his reception at the laying of the City Hall cornerstone in Oakland to the city across the bay. Mayor Mott had spoken in response to a persistent eulogy of the glories of San Francisco, and his answer came so apt that the group fell silent in contemplation of the enterprise of Oakland as symbolized in the monumental structure that is to be her City Hall.

The splendid municipal edifice that is soon to rear its rigid skeleton of steel in the center of the city, to be clothed with beauty in stone and terra cotta, bronze and glass, presented itself to the mind of President Taft as a symbol of civic pride and progress and aspiration not to be excelled and rarely to be equaled.

"I shall hope to be the guest of the city of Oakland again when the City Hall has been realized in steel and stone," responded the President.

After lengthy agitation in favor of a new City Hall for Oakland, it was decided to place before the voters at a bond election the question of providing funds for the project. The voters backed the administration by passing a \$1,000,000 bond issue.

No time was lost in announcing a competition for architectural plans for the structure and an effort was made by the offer of liberal prizes and honors to obtain something distinctive in the type of building for this city. The prize was won by Palmer & Hornbostel of New York, Henry Hornbostel, an architect of international fame, being the actual designer of the building.

Hornbostel proved himself an artist of bold and daring conceptions, ready to voyage forth into uncharted seas to discover new and vital principles in his chosen world. He brought to bear upon his problem rare classical training, a mind enriched by special archaeological investigation into the architectural forms indigenous to America and an imagination equipped with technical knowledge to take possession of the finest and most potential possibilities of structural steel in its modern development of architectural conceptions undreamed of half a century ago. The design for the Oakland City Hall was the outcome of the concentration of a mind so equipped and working to evolve something typical of the Golden West and the spirit of youth and enterprise, romance and concrete utilitarianism characteristic of the West.

The edifice combines the ideal of monumental stability, evolved as one of the fundamentals in this art by the great masters of the classic world, with the modern freedom and brilliance of the sky-towering, metropolis-type structure. But the esthetic idealism of the classic type is tempered by utilitarianism, while the potential ugliness of unalloyed utilitarianism of the office type is again tempered by the esthetic ideal in the tower structure.

# CITY HALL

Will Be Ready for Occupation  
Next Year

Erected in the center of the city, facing upon Washington street, extended to San Pablo avenue, and separated from the vortex of traffic at the conjunction of Broadway, San Pablo avenue and Fourteenth street, the City Hall will present its imposing and majestic proportions to the view of all visitors to the city.

The municipal building will present itself as a monumental classic building, a motif combining the principles of ancient classic architecture with modern American requirements.

The walls of the lower monumental structure are beautiful by pilasters slightly projected from the face of the wall and carrying terra cotta capitals. The entablature is of granite and terra cotta. Encircling the building at the second floor level is an ornamental terra cotta band course of exquisite design. The large triplex windows which relieve the severity of the structure with the grace of light and air, add to the beauty of the lower portion of the building.

Rising above this granite base, which is 54 feet in height, is the shaft of the building, which extends 158 feet to the cornice of terra cotta and granite which forms an ornate capital for the towering shaft. This is surmounted by the lantern base, the lantern and semi-enclosed dome, carrying the 50-foot latticed steel flagstaff, and bringing the full height of the structure to the gleaming ball at the top to within one inch of 377 feet.

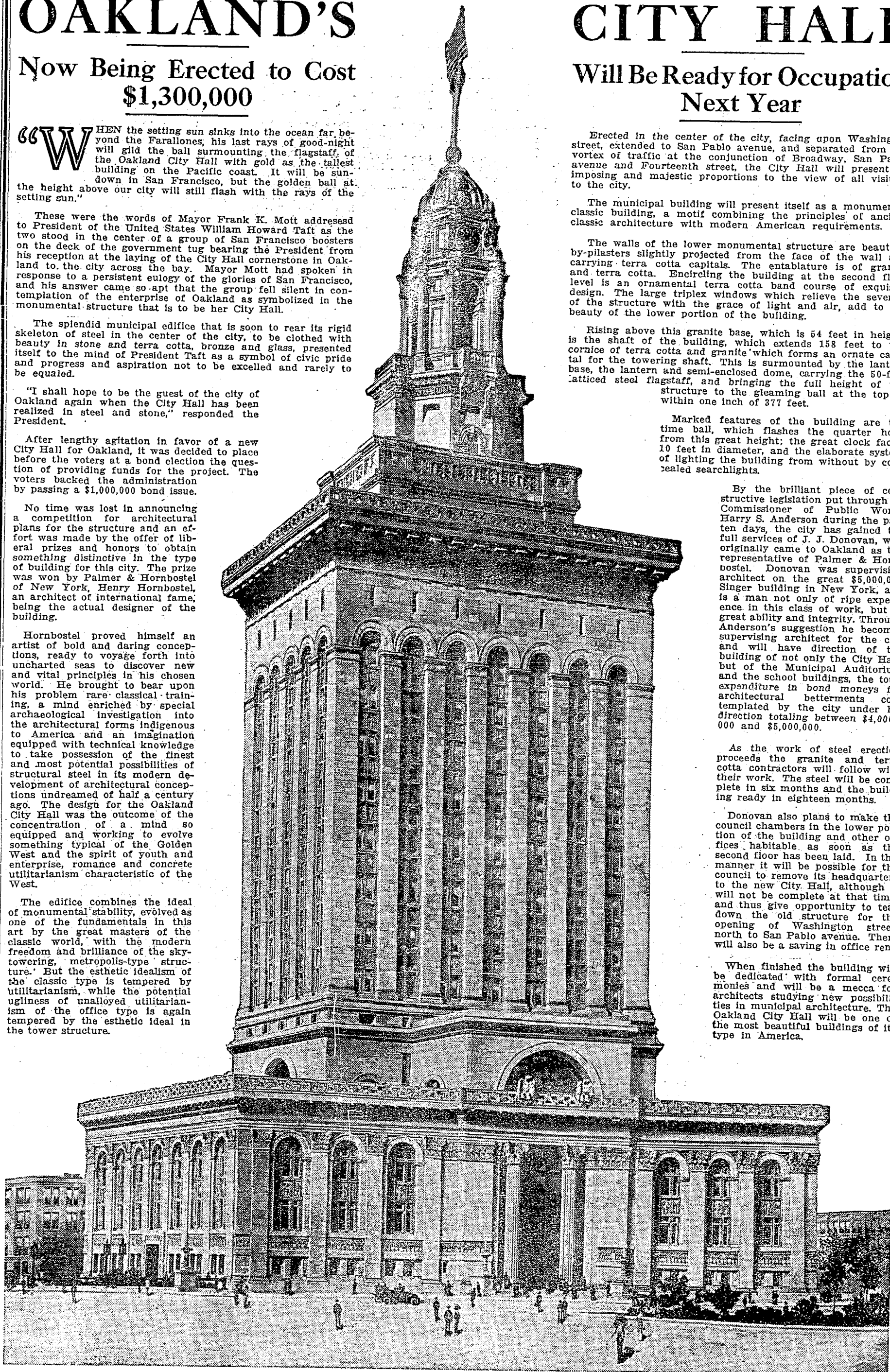
Marked features of the building are the time ball, which flashes the quarter hour from this great height; the great clock faces, 10 feet in diameter, and the elaborate system of lighting the building from without by concealed searchlights.

By the brilliant piece of constructive legislation put through by Commissioner of Public Works Harry S. Anderson during the past ten days, the city has gained the full services of J. J. Donovan, who originally came to Oakland as the representative of Palmer & Hornbostel. Donovan was supervising architect on the great \$5,000,000 Singer building in New York, and is a man not only of ripe experience in this class of work, but of great ability and integrity. Through Anderson's suggestion he becomes supervising architect for the city and will have direction of the building of not only the City Hall, but of the Municipal Auditorium and the school buildings, the total expenditure in bond moneys for architectural betterments contemplated by the city under his direction totaling between \$4,000,000 and \$5,000,000.

As the work of steel erection proceeds the granite and terra cotta contractors will follow with their work. The steel will be complete in six months and the building ready in eighteen months.

Donovan also plans to make the council chambers in the lower portion of the building and other offices habitable as soon as the second floor has been laid. In this manner it will be possible for the council to remove its headquarters to the new City Hall, although it will not be complete at that time, and thus give opportunity to tear down the old structure for the opening of Washington street, north to San Pablo avenue. There will also be a saving in office rent.

When finished the building will be dedicated with formal ceremonies and will be a mecca for architects studying new possibilities in municipal architecture. The Oakland City Hall will be one of the most beautiful buildings of its type in America.





# OAKLAND PARK IMPROVEMENTS

## The Municipality's Numerous Park Areas Are Being Rapidly Converted Into Attractive Beauty Spots

(By MALCOLM LAMOND, Superintendent of Parks.)



IN 1903 the city of Oakland had under maintenance eight city park squares, aggregating 14.56 acres, cared for by eight men.

In addition the city also owned Independence and West Oakland parks, aggregating 22.20 acres, thus making a total of 35.76 acres as representing the parking system of Oakland.

Today the park system of Oakland embraces 32 parks of land in all stages of development, aggregating 190 acres—all choice land—which, coupled with Lake Merritt's 160 acres, totals 350 acres and employs 88 men and six teams, fully organized and governed by a board of three park directors.

### OAKLAND'S PARK DEVELOPMENT.

The advent of Frank K. Mott as mayor marks the beginning of a park system worthy the name. He has been called the father of Oakland's parks, a distinction which facts will fully substantiate. Having the confidence of the people, he was the first city official to carry successfully a bond issue for the purchase of park lands. With this accomplished he early foresaw the necessity of a governing body commensurate with the task in view of developing and maintaining on business lines a park system that would be in keeping with this prosperous and fair city, and with the ultimate end of realizing "The City Beautiful."

In furtherance of his scheme he appointed as park commissioners three of Oakland's ablest and representative citizens, namely, James P. Edgar, W. S. Gould and Walter G. Manuel, who accepted the office and are serving the city without compensation, sacrificing and devoting their time and abilities to the city's welfare with a commendable spirit.

Since these park directors took office much, very much, has been accomplished through their efforts. The fruits of their intelligent work are fast becoming evident. They have and are treating all sections of the city conscientiously, commensurate with the funds at their disposal.

### PARK BUILDING.

Park building is a slow work, in a way, to the layman; much work has to be done that he cannot see any reason for. As an illustration I would refer to Boulevard park, situated between Fourth and Fifth avenues and Twenty-first and Twenty-third streets. Here we have a park—or plaza, if you will—which, when the park directors undertook its development, was buried to a depth of four feet of clay excavated from adjoining streets in the process of their grading. This had to be removed to grade; that done, the remaining clay—some places still reaching three feet deep—had to be moved to one side in order to reach and excavate the natural loam and so manipulate the work as to get a finished surface of that all-essential material—loam. Had this work not been done as just described circumstances indicate Boulevard park would still be a clay dump, whereas a visit thereto will divulge a lawn, trees, shrubs and flowers fully established.

Another such piece of land is "The Willows," as

familiarly known to old-time Oaklanders. Here we now have a beautiful sloping lawn with a natural looking topography, shaped to accommodate the city salt water auxiliary pump house. One part of this ground had to be excavated to a depth of ten feet in order to obtain the results as now shown.

Another section of "The Willows" required a seven-foot fill at one point. The whole extent of "The Willows" from Lake street to Thirteenth street had to be drained. Still another piece of land situated at First avenue and East Twelfth street had literally to be turned upside down in order to obtain loam from its natural bed, which had been buried with clay in the past when the property was owned by private individuals. Such character of work requires much time and labor, but once completed one can readily see that the "game is well worth the candle" when the results are figured out and which are manifest to all.

Recourse to these tactics to obtain loam was imperative for the reason that the department had found it next to impossible to procure loam at any price, hence must dig to get it somehow. Reference is made to those particular pieces of park lands with the intent to partly, at least, explain to the layman some of the obstacles to be overcome in park building. Yet in face of such handicaps those conversant with the work that has already been accomplished fully understand and know that the park directors have carefully and diligently employed the most economical methods whereby to get the most for the outlay, and certainly can point with pride to their endeavors.

### LAKESIDE PARK IMPROVEMENTS.

In Lakeside park—formerly Adam's Point—a radical transformation is in progress.

As this choice park land is geographically the nucleus of Oakland's park system, the park directors are fully cognizant to making the most of its advantages.

Their first efforts were to procure a water supply. Two wells were bored in the park, which are proving most satisfactory. A deep well pump and electric motor were installed in each well, which in combination are producing a steady flow of sixty-five hundred gallons per hour. These pumps and motors drive the water through pipes leading to the McElroy fountain, where it passes up through the central basin, over which it flows with much graceful effect to a second and thence a third basin, from which it passes to an underground reservoir, whence it is driven at a high pressure by powerful centrifugal pumps over the entire park for irrigation purposes. Thus it will be understood this water is made to serve two purposes, in itself a most noteworthy scheme.

The fountain alluded to is a beautiful structure, built of Georgia marble and proportioned on classic lines. It was dedicated to the memory of J. E. McElroy September 17, 1911. Another leading feature of this park is a sunken bowling green which was completed some months ago.

A band stand has been erected and several concerts given on Sunday afternoons, which are being well patronized, showing the popularity of outdoor music when given in a free public park. This band stand is a temporary building until sufficient funds are available to

erect a permanent structure worthy the surroundings and purpose.

A substantial double tennis court with asphalt surface and enclosed by an iron frame fence was built and has been in use nearly a year.

A concrete building with accommodations for tennis players and bowling green patrons, also including a public comfort station, is all but completed.

The entire area, forty-five acres, of this park has been covered with a water pipe system for irrigation. Approximately two-fifths is now finished in lawn and planted with a fine assortment of trees and shrubbery, including many rare plants. What ground remains to be improved is rapidly becoming less, and when this park is completed it assuredly will be in line for making "The City Beautiful."

The improvement of Bay View park—formerly West Oakland park—is now almost complete. This park has required so very much filling to bring to grade that sufficient could not be procured from any one source, consequently it has taken several years to reach its present stage. It still requires a thousand cubic yards to complete the playground section, which has been enclosed by a substantial fence. A parking strip thirty-five feet wide between the streets and playgrounds fence has been fully brought to a grade and planted with trees and shrubs and otherwise ready for a groundwork of lawn.

All of the park lands are being given the same attention and undergoing improvement on the same lines as those described above.

For Mosswood park a scheme is on foot to have running water the year round in the creek which passes through the park. This water will be pumped from a well which is now in the park and turned into the creek at the upper end. At the lower end of the creek a pit will be sunk into which the water will fall and from there forced through the water pipe system for irrigation purposes by a centrifugal pump on the same principles as in use in Lakeside park.

A serious problem confronting the park directors is where to procure loam for parking the east shore of the lake. They are very anxious to get trees planted on this ground, but loam must first be had before any satisfactory planting can be done. It is also for want of loam that they are unable to finish parking the lake shore by the boathouse. It is fervently hoped that loam may be secured from some source in the immediate future that their good work may go on and enable them to bring to completion the plans they have adopted.

### PARK EXPENSES.

Total amount spent in maintenance and improvement in the park department during the fiscal year 1910-1911:

Improvements ..... \$ 73,141.04

Maintenance ..... 44,420.23

\$117,561.27

For playground commission..... 17,964.88

Payments on property..... 42,500.00

Total expenditures ..... \$178,026.15

## TRAINING CALIFORNIA BOYS TO BE FARMERS

### What the State University is Doing for Their Benefit At Its Various Experiment Stations



AT THE University of California farm at Davis in Yolo county a new term's work has begun, students old and new setting about to learn how to raise crops and animals, how to make farming as efficient and profitable as possible, and how to get the most possible success, usefulness and happiness out of life in the country.

This week marks the beginning of the first course of instruction in horticulture at the university farm for college students. A mixed orchard of twenty acres has now been well started, filled with a great variety of deciduous fruits, planted for teaching and experimental purposes. There are thirty-two acres of vineyard, of which twelve acres is an old muscat vineyard, while twenty is an experimental vineyard containing a great variety of wine and raisin grapes.

This year the university farm will have 240 acres planted to barley, using the improved methods, and so far as it is available, the improved seed Professor Geo. W. Shaw has worked out in his cereal improvement investigations at Davis, at Ceres, and at the university's Kearney experiment station near Fresno; 130 acres in alfalfa; twelve in corn, for the silo; ten in wheat, to be fed to the thousand chickens in the poultry yards; while eighty acres are in use for pasture, fifty-four for experimental work to improve the varieties of wheat, barley, alfalfa, leguminous and other cover crops, corns, sorghums, etc., grown in California, and twenty-five acres are used by the United States Bureau of Irrigation Investigations for experiments to determine the best possible amounts of water to be used in irrigating alfalfa, and the best possible ways and times of its application.

The farm school is conducted by the University of California for boys who want practical training in farming. To have finished the eighth grade of the grammar school and to be at least 15 years old is sufficient for admission. There are ninety-three boys enrolled in the farm school for the half year which ended in December. Of these fifty-six were in their first year, twenty-seven in the second year, ten in their third. Thirteen had already graduated from a high school, forty-seven had taken partial course in a high school, and thirty-three had only grammar school training.

These farm school students of high school age spend most of their time out of doors and in dealing with the things and the processes of farm life. The beginners, the boys in their first year, will, for example, between now and May 10 be given thorough training in how to judge livestock. Into the judging ring will be brought one day a number of Jersey heifers, and each boy will be expected to make out a score card, to rank the heifers

in order of merit, and to explain and justify his ranking. Other days the students will be taught how to recognize the good and bad points of other dairy breeds, of beef cattle, of the pedigreed Berkshire, Poland China, Tamworth, Chester White, and other fine hogs owned by the university, of its draft horses and roadsters, and of its Shropshire, Hampshire and South-down sheep.

### THE STUDY OF BOTANY.

Part of their time the beginners will spend in study of botany, with lectures on its relation to agriculture and with work with the microscope and in the propagating sheds and the school garden. Each boy will pick out some one of the great plant families, test his seed, plant the principal vegetables or grains of that particular family, and watch the daily developments. One boy will have in his particular garden plot plants of cauliflower, kohlrabi. Another will plant the legumes varied sorts. Another will grow plants of the lily family, such as onion, salsify and leek, and another those chili peppers, or particular groups of corns or grains or others of the family of grasses.

There will be "book learning" for the beginners, too, training in English composition, in letter-writing, in mathematics, including the foundations of algebra, geometry and physics, and instrumental drawing, so that the beginner may come to understand how to make working drawings, how to map a farm and an irrigation system, how to draw plans for farm houses and barns, packing-houses and sheds. Then there will be training in forge work, so that the boy may know how to heat iron, to make a weld, to do the ordinary farm blacksmithing and repairing and to shoe a horse.

### TAUGHT HOW TO SURVEY.

All these things for the first-year boys, and meanwhile the boys who are back for their second or third year will be learning how to use a transit, how to survey land and lay out an irrigating or drainage system, how to build ditches and headgates, how to measure the flow of water, how to take apart and put together, repair and run, motors—gasoline and electric—binders, grain-drills, a silage cutter and other farm machinery. They will be learning, too, how to run a dairy, how to lactate butter and cheese, how to care for sick animals and perform the more ordinary operations; how to plough, cultivate, fertilize and irrigate, and the when and why of such things, as scientific agriculture can tell them. And in their courses in horticulture, they will be taught how to prune and to bud and to graft, how to

spray and fumigate, how to root and graft and plant vines, and how to select and how to improve varieties.

And while they are learning all these things, the farm school boys are living comfortably in a large dormitory given up to their use—a second will be finished in February—eating together in the dining hall—board and room costs \$26 a month, and tuition is free—having the use of a good agricultural library and a reading room collection of agricultural magazines, and availing themselves in their studies of all the farm equipment in creamery, barns, stables, flocks, herds, poultry yards, vineyards, orchards, gardens and fields; enjoying, too, the comradeship of a fine body of young fellows, gathered from all over California.

All this for the farm school boys of high school age, but besides these boys there will be at the university farm from January 15 on some thirty or more students of college age, come up, for the most part, from Berkeley, where already they have had several years of training in the college of agriculture in physics, chemistry, mathematics, botany, the geology and chemistry of soils, the principles of horticulture, of fertilization, of animal industry and breeds and breeding, of irrigation practice, etc.

### PRACTICAL FARM INSTRUCTION.

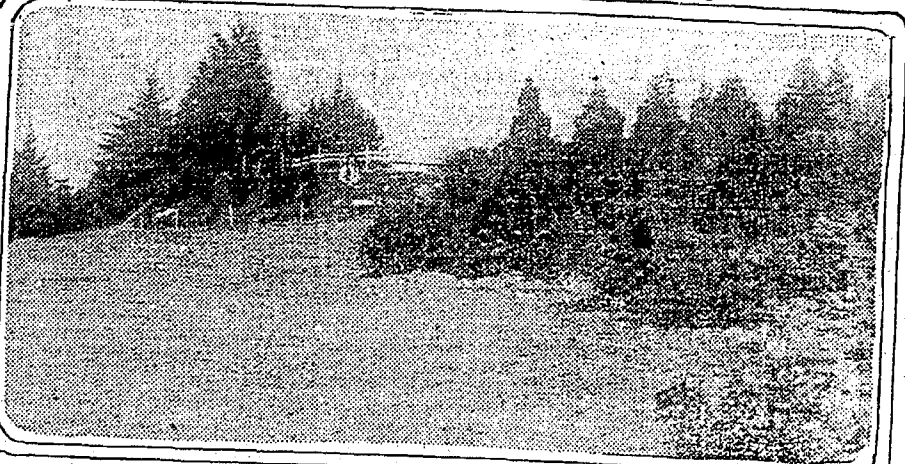
Practical farm instruction, in subjects which can now better be taught in the barns and corrals, the orchards and the creamery at the university farm than at Berkeley, will take up the time these college students spend at the university farm. They will be taught livestock management, the planning of farm buildings, the care and the feeding of animals, the principles of breeding. They will be taught veterinary subjects, and in the clinic building they will see and help in operations on and treatment of the university farm's own livestock and of sick animals brought in by farmers for miles around. They will dissect farm animals, be taught to do the tuberculin test for tuberculosis in dairy cattle, be taught how to grade dairy products, and how to follow dairy and creamery methods of the best sort. They will themselves make cheese and butter in the university farm creamery, which produces over 3000 pounds weekly of a butter than which no better is produced in California—so repeated butter-judging competitions have shown, while the fact that this university butter is made from pasteurized cream and so can be guaranteed as safe from tuberculosis or other disease germs, which are unfortunately exceedingly frequently present in most market butter, a menace to health to which the public is as yet, unfortunately, apparently asleep. Irrigation practice, horticulture, the improvement of varieties both of plants and animals, general farm management—all these subjects the college students will pursue.



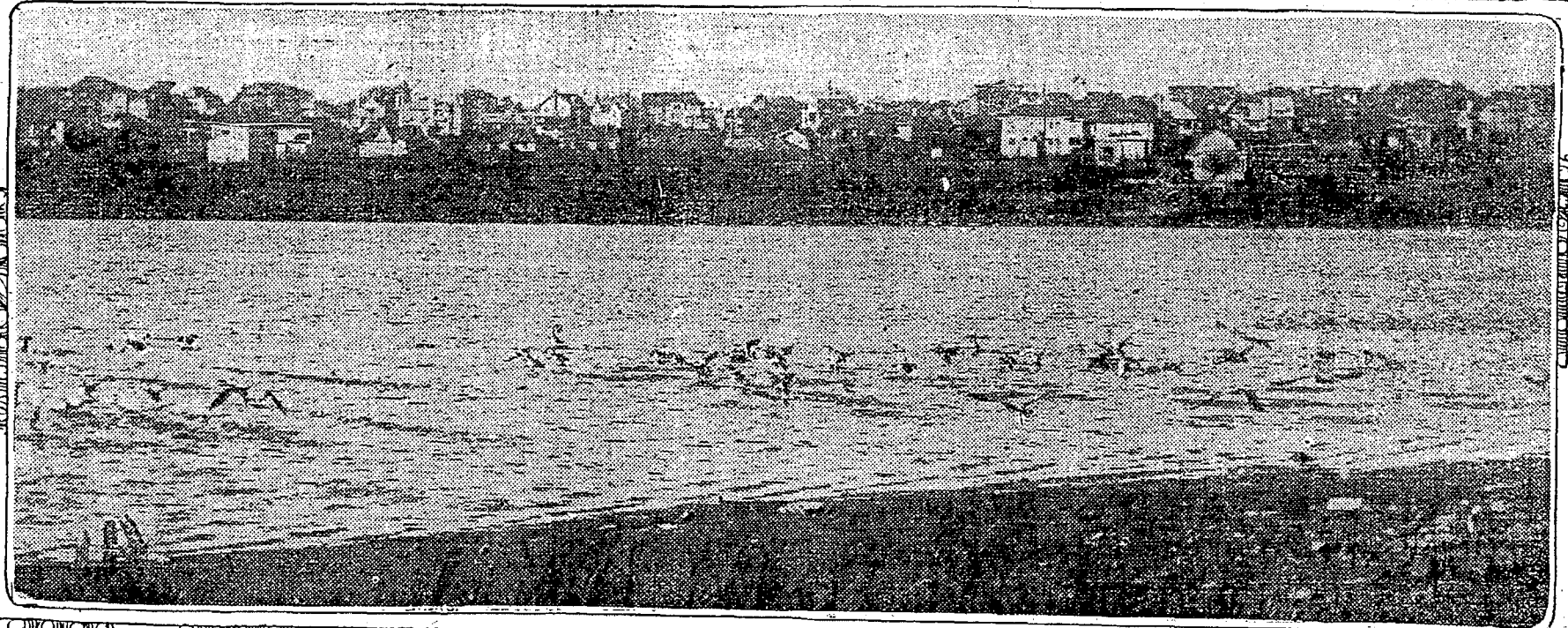
# SCENES IN OAKLAND'S PUBLIC PARKS



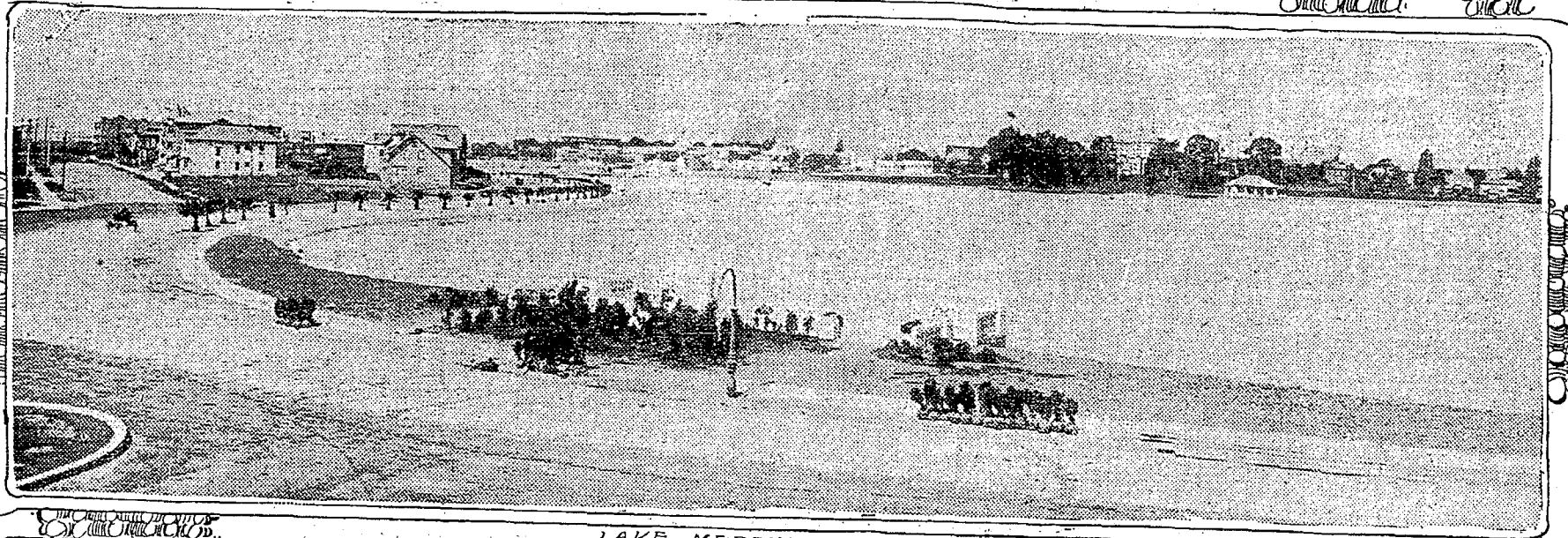
DE PREMERY



INDEPENDENCE



VIEW OF LAKE MERRITT



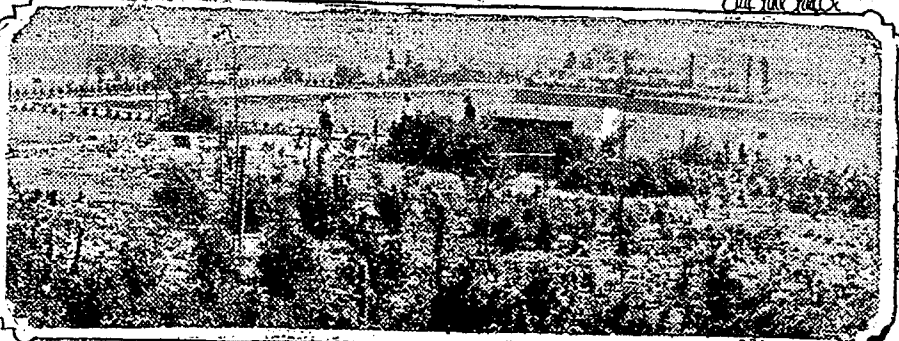
LAKE MERRITT PARK



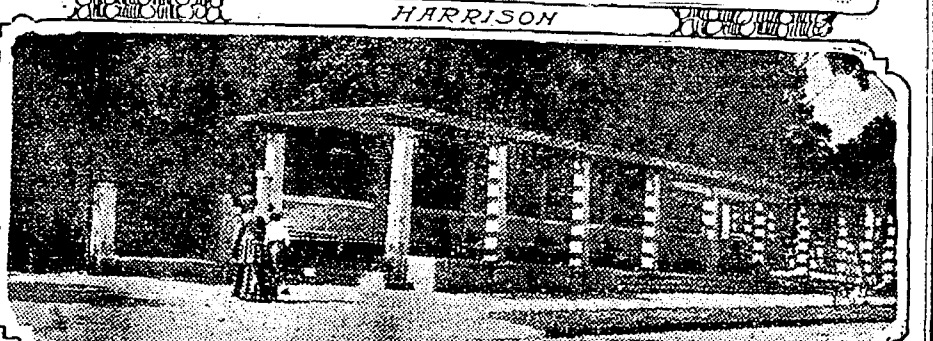
MADISON PARK



HARRISON



LAKE SHORE



MOSSWOOD



# ELECTRIZATION OF STEAM RAILWAYS

## How the Southern Pacific Company's Local Passenger System in East Bay Shore Cities Has Been Changed.

**T**HE passing of the steam locomotive as the motive power employed on the interurban passenger lines operated by the Southern Pacific Company on the east side of San Francisco Bay is perhaps the most notable as well as the most recent event marking the great progress made in Oakland and neighboring communities during the year just closed. It is about three years since the company took up the task of converting these interurban railroads so that electricity could be substituted as the motive power for steam. Last month witnessed the absolute withdrawal of the steam locomotive from the system and the operation of its trains by overhead trolley line transmission of electric power exclusively. The change has been produced by the reconstruction of some sections of the old steam railroad system; the adaptation of other sections to the use of electricity as a motive power, and, by the construction of material extensions of electrified tracks. Thus an electrically installed interurban railway system of the highest type of efficiency and equipment, embracing 115.4 heavy steel-railed track miles, has been developed, at a cost to the corporation of approximately \$11,000,000. This new system has been equipped with the most approved modern passenger rolling stock, electric power-house and sub-stations, car shop and repair works, storage yards, linesmen's quarters and emergency material storage structures. The company's outlay in the development of the new electric railway system also includes the purchase of real estate for the right-of-way where such was needed for the extension of the lines through new territory. Keen competition in the trans-bay ferry traffic and the enormous growth of population in the east bay shore cities, and their rapid and extensive expansion within the past five years, made the costly change in the corporation's interurban system of transportation imperative.

### NEW LINES IN OPERATION.

Of the 115.4 track miles in the system, the major part is now in operation.

The line built from the western end of Alameda mole to High street, Alameda, was the first section of the new electric system to be opened to traffic, which occurred on June 1st, 1911. On July 21st, the new track from the western end of Alameda mole to Fourteenth and Franklin streets was put into operation. The Lincoln avenue and new loop line in Alameda came into service on Aug. 1, the seventh street line, from the western end of the Oakland mole to Melrose, December 1st, and the Berkeley line from Oakland pier to Berryman station, on December 10th. Later on, all of the extensions to these trunk lines in the new electric railway system will be gradually turned over for operation as the work of construction and installation is finished.

### CHARACTER OF RAILS USED.

In the development of this interurban electric system, the engineers have employed four different sizes of rails, to accommodate the different necessities of different sections. These sizes consist of a 75-pound A. S. C. E. rail, an 80-pound rail, a 90-pound rail, A. R. A. section; and, in the Oakland streets permanently improved, with a standard pavement having a concrete base and an asphalt wearing surface, a 141-pound, nine inches high and six-inch base, grooved girder rail, Pennsylvania Steel Co., section 263, has been used. Eight and seven-tenths track miles of the latter rail have been used in the system. All of this lies within the city of Oakland. It constitutes the largest track mileage of 141-pound grooved-girder rail constructed by any single railway company on this side of the continent.

In Berkeley, the 90-pound rail has been used in the construction of approximately 21 track miles and 75-pound in two and seven-tenths track miles of new work.

On the previously existing lines in Berkeley reconstructed for the application of electric motive power, six and six-tenths track miles have been laid with 90-pound rails, six miles with 80-pound rails, which did service under steam operation, and one and two-tenths miles with 75-pound rails, making a total of thirteen and eight-tenths miles of former road-bed reconstructed.

On the six and seven-tenths track miles of new line built in Alameda, 75-pound steel rails have been used; and, on approximately eleven track miles of the reconstructed lines there, 80-pound rails have been laid, and on fifteen and six-tenths track miles, the 75-pound rail.

### RETURN CURRENT LINE.

In the district in Oakland outside of the concrete base and asphalt surface streets occupied by the system, two and four-tenths track miles of the First street line which is used only for the return of the electric current from Oakland pier to the Fruitvale power-house, has been laid with 75-pound old rail, and nine and eight-tenths track miles with new 90-pound A. R. A. steel rail, making a total of twelve and two-tenths track miles of bonded rails used exclusively for return current, the same having been bonded expressly for that one purpose. The First street track is not available for electric operation.

The Seventh street line from Oakland pier to Melrose station, lying outside of the paved street area, contains one and one-tenth track miles of 75-pound steel rail, one and two-tenths track miles of 80-pound rail and six and one-tenth track miles of 90-pound.

The new work in Oakland outside of the paved street area contains twelve and two-tenths track miles equipped with 90-pound A. R. A. rail and one and two-tenths track miles with new 75-pound rail. This embraces the electric railway construction between Melrose and San Leandro.

In the development of the Southern Pacific Company's interurban electric railway system, 48.8 track miles of new work has been done and 66.6 track miles of formerly steam operated railroad reconstructed. Car storage yards have also been constructed at various points on the system. The West Alameda yard contains approximately five miles of tracks for the storage of cars for repairs and testing. At the western end of the Alameda mole five and one-half miles, and at Oakland pier, three and one-half miles of yard tracks have been laid for the storage of cars used in making up trains during the varying daily conditions of travel.

### STORAGE YARDS CONSTRUCTED.

At Melrose, a new yard has been constructed for the storage of trains over night. This yard will hold about 16 cars. And at Berryman station, Berkeley, a new yard has been constructed for the storage over night of trains with a capacity to hold about 22 cars.

It is the intention of the company to electrify the industry spur tracks east of Shell Mound, the tracks to and in East Berkeley freight yard and the industry spur tracks in Alameda.

On these tracks electric locomotives will be employed for switching freight cars.

### COSTLY BUILDINGS ERECTED.

In the construction of the new electric railway system, an electric power-house and three sub-stations, a car repair and testing shop and emergency material store-houses and linesmen's headquarters had to be built and respectively equipped. The power-house at Fruitvale has a concrete foundation and a brick superstructure and one of the three sub-stations is attached to it. This building, including the machinery installed in it, has cost \$1,500,000. A second sub-station located at West Oakland has cost about \$141,000 and a third located at North Berkeley, has cost about \$115,000. Both of these sub-stations have been built of re-inforced concrete.

The car repair shop at West Alameda has also been built of re-inforced concrete, fortified with a heavy steel frame. This building covers an area of 190x400 feet and the storage tracks are extended through it. It cost about \$260,000.

Three buildings have also been erected—one in each of the three principal cities on the east bay shore—for overhead linesmen's headquarters, the storage of emergency materials to be used in overhead line repairing and the housing of the wagon-road rolling stock used in the conduct of their operations.

In the system, the most rigid and complete tests were made to prove their capacity to survive the severest conditions to which they are liable to be subjected in service. The problem of the effective insulation of these wires was the more difficult and complicated because of the fact that sections of the power transmission lines are carried underground, others are submarine and the remainder are strung overhead, and the required power of successful resistance of the porcelain insulators through the wire holes of which the wires are threaded were required to withstand, under varied conditions of temperature and moisture, a pull ranging from 4000 pounds to 6000 pounds between the wires when a voltage ranging from 50,000 to 80,000 was applied. The submarine and underground cable insulation was also required when submerged in water to pass successfully through a alternative current test ranging from 35,000 to 40,000 volts to prove the efficiency of the sheathing and the conductors. Salt fogs and high winds entered into the consideration of the electric engineers in preparing their plans. The working trolley wires on the various lines in the system carry a 1200-volt current and the overhead catenary is built to provide for the operation of a roller type pantograph at speeds up to 45 miles per hour; but the Alameda line is operated on a schedule speed of 21.9 miles per hour, and the Webster, Fourteenth and Franklin street line on a schedule speed of 24.6 miles per hour. The equipment of the lines embrace signal bridges and interlocking blocks and switches.

In the construction of the system the following features are embraced:

- Forty two-track intermediate bridges.
- Ten two-track signal and anchor bridges.
- Thirty-five four-track intermediate bridges.
- Thirteen four-track signal and anchor bridges.
- Three thousand, three hundred and eighty-five tubular poles.
- Three hundred and forty-one steel transmission poles.
- Three steel towers.
- Eleven circuit breakers and switching houses.
- Six hundred and sixty thousand feet of No. 0000 trolley wire.
- One million and one hundred and twenty thousand feet of 7-16ths-inch messenger cable.
- Three hundred and sixty-five thousand feet of span and guying cable.
- Four hundred and ninety thousand No. 0000 seven-strand copper high tension conductors.

Seventy thousand No. 0000 track rail bonds.

Four thousand, five hundred feeder insulators.

Fourteen thousand messenger insulators.

Three thousand, five hundred high tension insulators.

The several features entering into the power distribution and the construction of the new electric interurban railways were designed and installed under

the direction of A. H. Babcock, the company's electrical engineer, and H. W. Clapp, the corporation's engineer of electric car equipment, assisted by B. C. Edgar.

### NEW PASSENGER DEPOT.

Associated with the new electric railway system, although not exclusively serving it, is the new passenger depot which the Southern Pacific Company is now erecting at the western extremity of Sixteenth street, at an additional cost of approximately \$300,000. The lower story of this new depot will serve the through steam railroad trains, while the upper story will be devoted to the interurban electric railway passenger service.

### EFFECT ON PROPERTY VALUES.

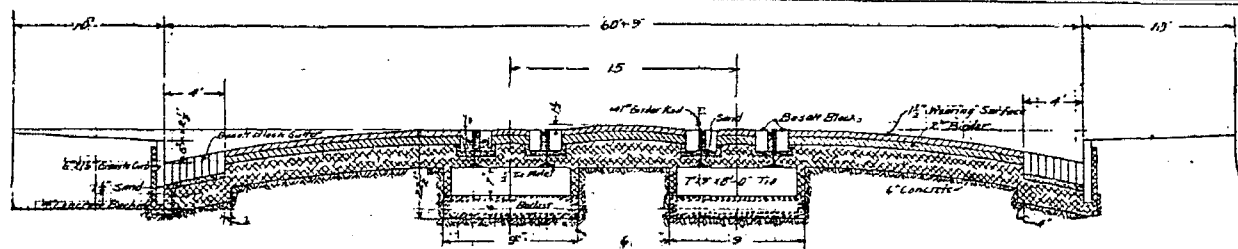
The Southern Pacific's interurban electric railways have invaded much new territory, particularly in Oakland and Berkeley, making it at once available for settlement and substantial improvement, and adding much to its value. Indeed, at all points adjacent to these new lines property values have greatly advanced, and now that the development of the system is approaching completion there is increasing activity in neighboring realty dealing, and in home-building. Thus, while the Southern Pacific Company has spent \$11,000,000 to modernize the motive power and equipment of its interurban lines to protect its business interests, it has added immensely to the transportation conveniences of the people residing in the cities strung along the eastern shore of the bay, and millions untold to the value of property throughout the territory which is served by the new electric railway system.

Returns from nearly all of the railways, supplemented by our own records and figures furnished by railway commissions, show that 3066 miles of new main line was built in the United States during the calendar year 1911, as compared with 4122 miles the previous year. This is the smallest figure since 1897, when 2109 miles was added. The average number of miles added each year is 3885, since we began keeping this record in 1893. The 1910 record was 374 miles more than the preceding year. These figures do not include new second, third or fourth track, sidings or electric lines, nor relocated lines on which work was carried out.—Railway Age Gazette.

Reports from the principal car and locomotive builders in the United States and Canada indicate that the total number of freight cars built during 1911 has been 72,161; passenger cars, 4246, and locomotives, 3530. The figures for 1910 were: Freight cars, 180,945; passenger cars, 4412, and locomotives, 4755.

### NOT ALL.

"Does death end all?" asked the solemn boarder. "Not for a week or so in case of a turkey," answered the cheerful boarder.—Louisville Courier-Journal.



Cross section of Seventh Street, showing the plan of pavement and 140-pound rail construction for new electric railway system.

The linesmen's building erected in this city is located on the south side of Second street, east of Webster. It is a two-story brick structure covering an area of 56x74 feet, and cost between \$13,000 and \$14,000. On the ground floor is a commodious garage for the housing of an automobile and an automobile trolley line wagon, for the charging of which a battery has been installed in the building; stalls for horses, and a large room; for the storage of emergency materials. On the upper floor are bedrooms, bathrooms, toilet and closets for the use of the linesmen, and also another large storeroom for the storage of emergency material and fodder for the horses stabled on the ground floor.

The other two buildings erected for the use of linesmen are one and one-half story frame structures. One is located at the corner of Buena Vista avenue and Broadway, Alameda, and the other at the corner of California street and Dwight Way at Berkeley. Each of these buildings are being used for the same purposes as the electric linesmen's headquarters in Oakland.

### DIFFICULTIES OVERCOME BY ENGINEERS.

The development of this new interurban electric railway system, with its varied engineering problems, hampered by the enormous burden of so managing the reconstruction work on the then operated steam motive power lines that the movement of trains running on twenty and thirty minute schedules should not be disturbed, has been in charge of Engineer Roy T. Guppy, and his assistant, B. Wilfrid Perrin. On the Seventh street (Oakland) and the High street (Alameda, broad-gauge) steam lines, a 20-minute train time schedule was maintained. On the Alameda and the Oakland narrow gauge and the Berkeley steam tracks, a half-hour train time schedule was in force from early morn till late in the evening daily. The integrity of the two passenger ferry lines of the company between the east bay-shore cities and San Francisco depended upon the regularity of the passage of the local trains over these steam-operated lines during the long period covered by the translation of their operation to electric motive power. It is a noteworthy fact and the best evidence adducible of executive capacity and engineering skill that there has been practically no interruption of transportation on any of these lines under reconstruction and conversion during the progress of the work from start to finish. The traveling public using these trans-bay ferry-feeding transportation lines did not, consequently, suffer any perceptible inconvenience while the new electric railway system was in course of construction, although on the Seventh street line operations were further handicapped by the curbing, guttering and laying of a standard concrete and asphalt pavement from Bay street to Fallon, the contract for which cost the corporation an additional \$300,000.

### SPECIAL FEATURES IN CONSTRUCTION.

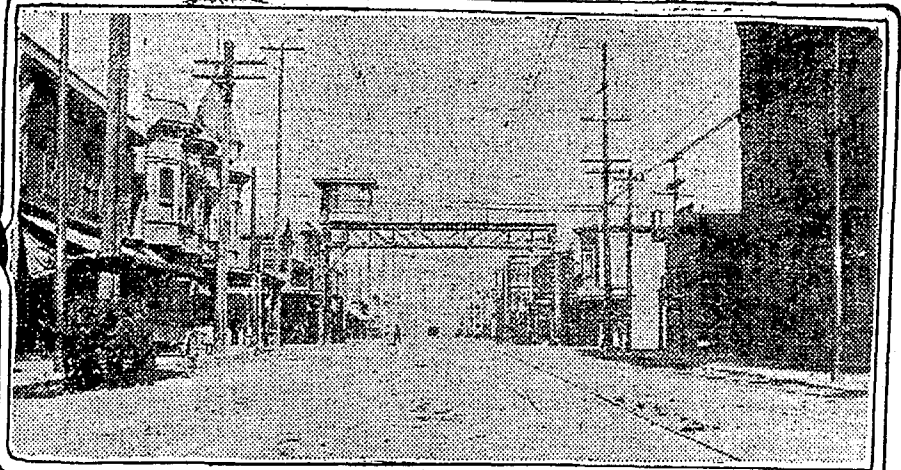
In the installation of the power transmission wires



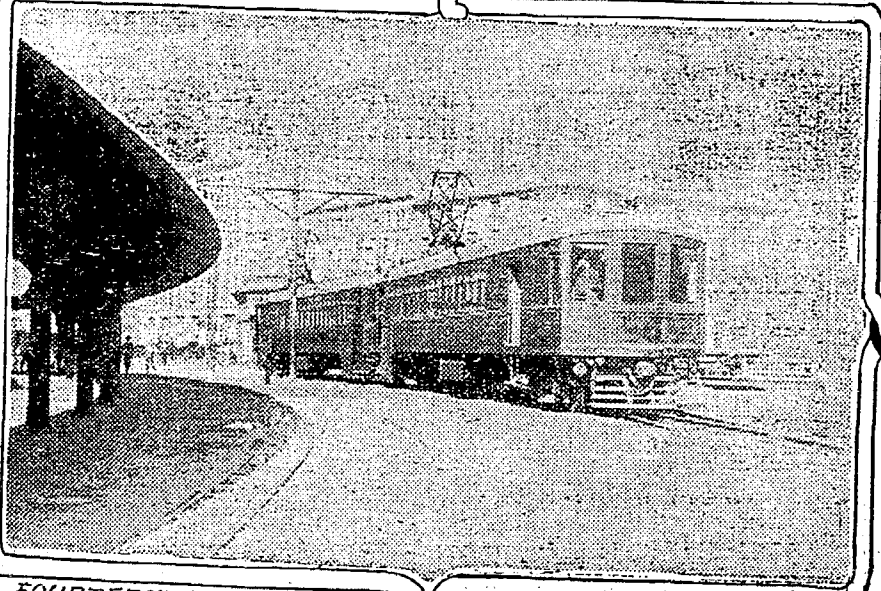
# SOUTHERN PACIFIC CO'S. ELECTRIC INTERURBAN SYSTEM



SEVENTH ST CROSSING LOOKING WEST NEAR WEBSTER

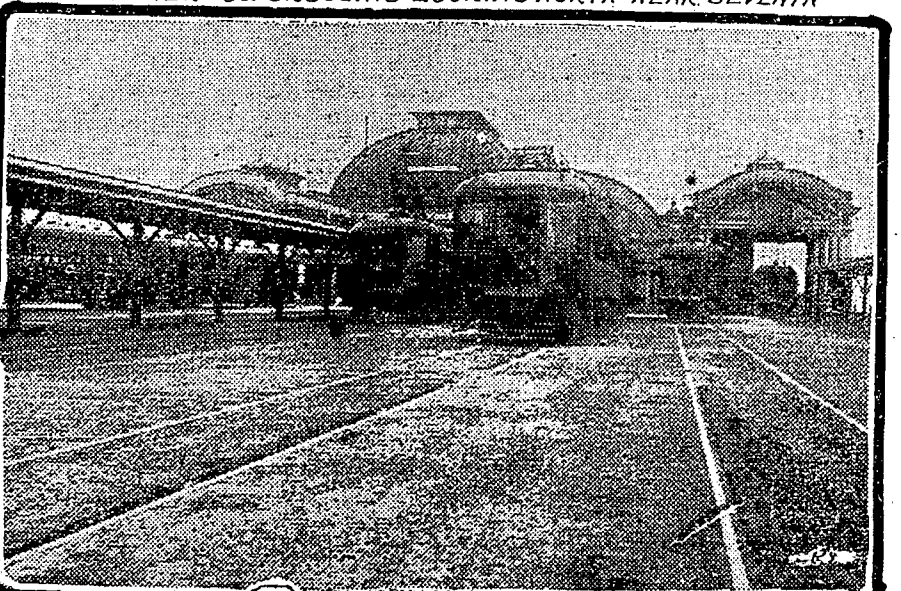


WEBSTER ST. CROSSING LOOKING NORTH NEAR SEVENTH

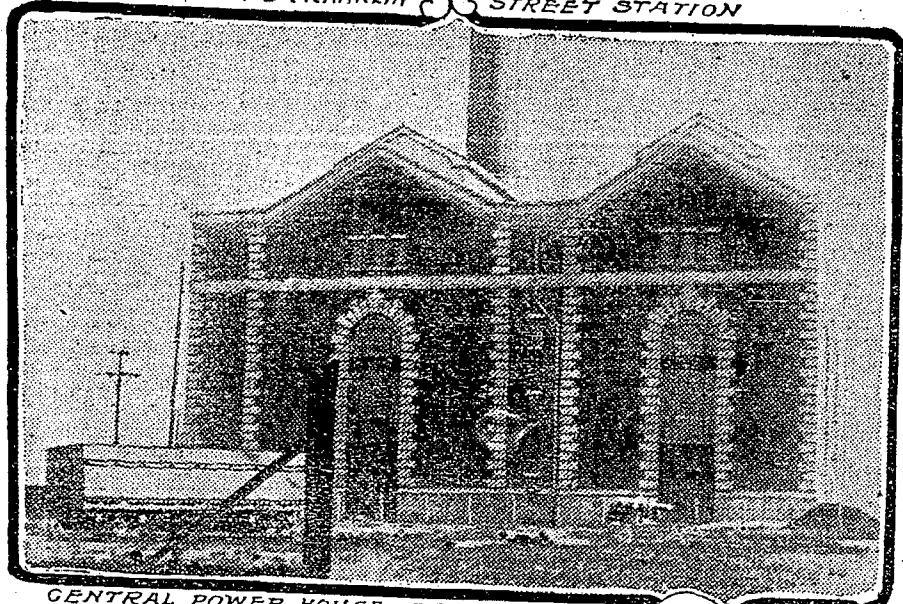


FOURTEENTH AND FRANKLIN

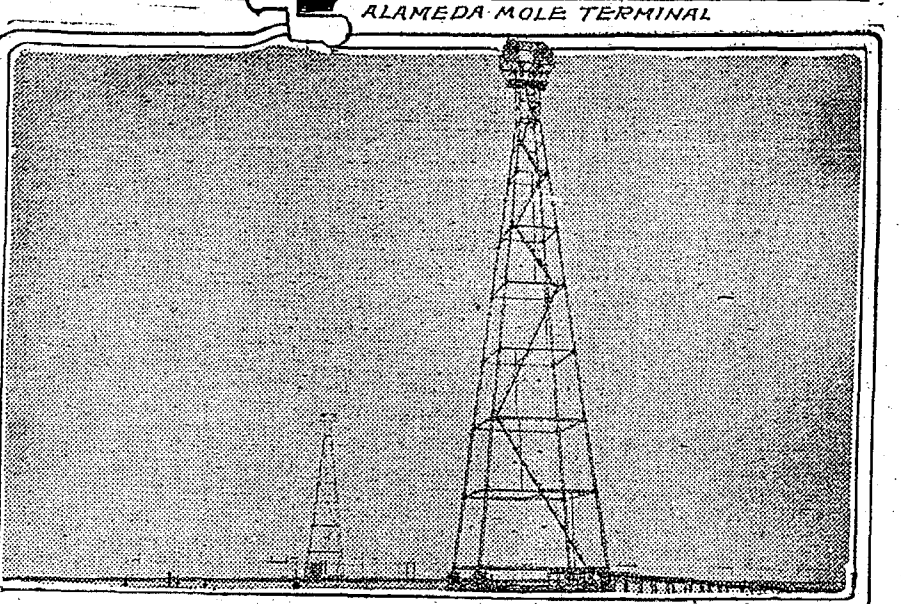
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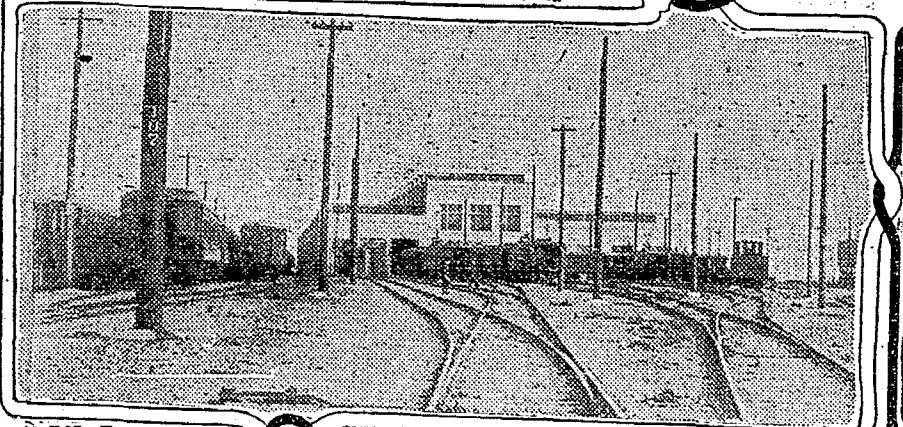
ALAMEDA MOLE TERMINAL



CENTRAL POWER HOUSE FRUITVALE

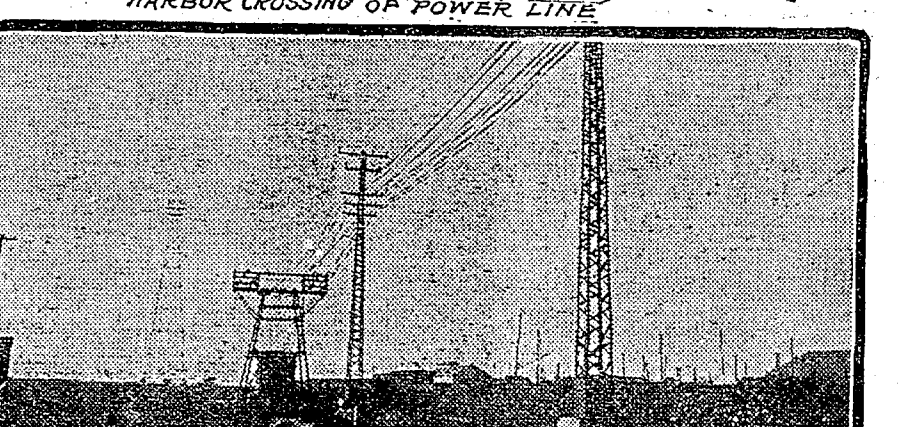


HARBOR CROSSING OF POWER LINE



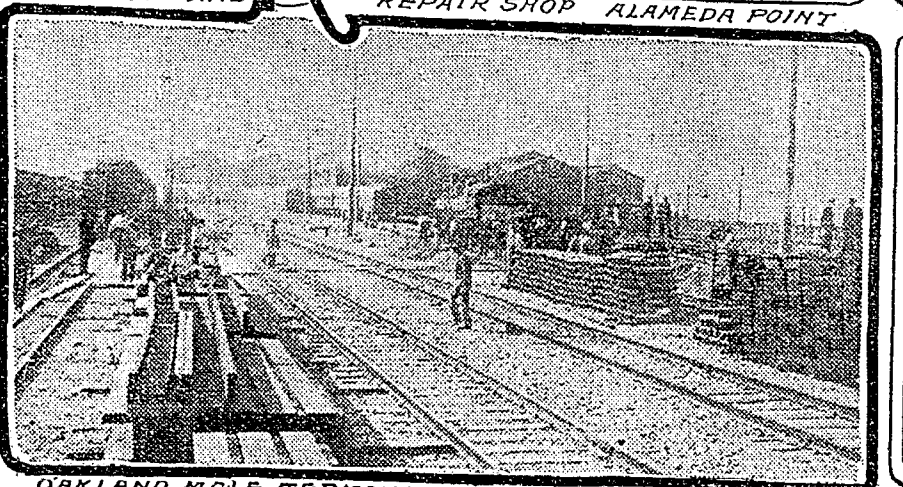
CAR BARN AND

REPAIR SHOP ALAMEDA POINT

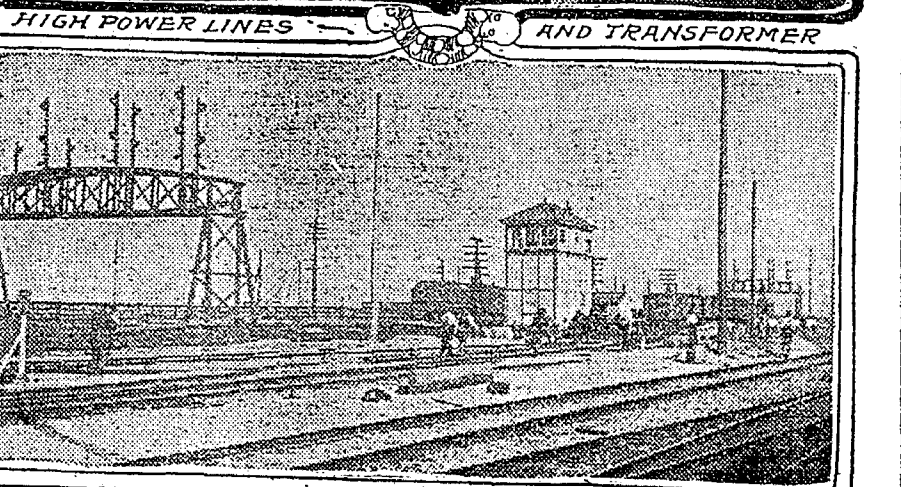


HIGH POWER LINES

AND TRANSFORMER



OAKLAND MOLE TERMINAL



ELECTRIC SIGNAL TOWER OAKLAND MOLE



# BUILDING UP YOUTHFUL PHYSIQUES

## What the East Bay Municipalities and Public School Authorities Are Doing for the Children

(By GEORGE E. DICKIE, Superintendent of Playgrounds.)



THE subject of public recreation has received widespread and increasing attention throughout the United States in the last decade. We have come to realize that the manner in which people, particularly the children, use their leisure time is of concern to the community at large. Play and the desire to have a good time, if properly guided, are great forces in upbuilding character and health; but if these same influences are deflected into unnatural or unwholesome channels they often lead to the breaking down of character and health.

The boy who goes to a playground and engages in the games and contests is developing his mind and body in a healthful way. His mind is occupied with plans for the team or league or a coming contest. Through the observance of the rules of the game and the rights of others he forms habits that will be of great value to him in the future. The same boy who hangs around the street corner with the gang, smoking cigarettes—possibly playing in the railroad yard, and occasionally stealing fruit and junk—or annoying the neighbors or breaking the school house windows, is still having a good time (from his standpoint) and he is still following the play instinct, but in a way decidedly bad for the boy.

It is this principle of developing health and character through play and recreational activities properly conducted that underlies the work being done by the city of Oakland in providing municipal playgrounds and recreational centers.

### ORGANIZATION OF PLAYGROUND COMMISSION.

This work was started by the playground commission appointed by Mayor Mott in 1909. The new charter placed this department under control of the board of playground directors, and the following citizens were appointed: Miss Ethel Moore, president; A. G. Tasheira, vice-president; Mrs. Cora E. Jones, H. Kower and Rev. A. W. Palmer.

The members of this board serve without pay and art devoting their time in carrying forward the playground development in Oakland.

During the summer of 1911 there were eight playgrounds open to the children in different parts of the city; all of these grounds were equipped with apparatus and were divided into a boys' and girls' section. Each ground was under the supervision of a man and woman chosen for their ability as leaders of children and for their training and experience in playground work.

### EXISTING PUBLIC PLAYGROUNDS.

Before the close of the present fiscal year there will have been open to the public ten playgrounds, five of

which are large park playgrounds, the other five being school yard grounds.

The following is a list of these grounds showing location:

1. Bushrod playground and athletic field; fully equipped and supervised—Sixtieth street and Shattuck avenue.
2. De Fremery playground; fully equipped and supervised—Sixteenth and Poplar streets.
3. Bay View athletic field and ball ground—Eighteenth and Wood streets.
4. Peralta athletic field and ball ground—Twelfth and Fallon streets.
5. Moswood playground (to open May 1, 1912, fully equipped)—Thirty-sixth and Webster streets.
6. Tompkins school yard playground; equipped and supervised—Fifth and Linden streets.
7. Garfield school yard playground; equipped and supervised—Twenty-third avenue and East Sixteenth street.
8. Clawson school yard playground; open once a week during school year and all summer, under supervision—Thirty-second and Magnolia streets.

### OPEN IN SUMMER ONLY.

9. Garfield annex-school yard playground; equipped and supervised—Twenty-sixth avenue and East Ninth street.
10. Fruitvale school No. 3; school yard playground; equipped and supervised—Penniman and Short streets.

### PLAYGROUND EQUIPMENTS.

The equipment of the large park grounds includes: Outdoor gymnasiums, basketball courts, volley ball courts, tennis courts, baseball diamonds, running tracks, swings, see-saws, sand boxes and slides. There are also field houses containing shower baths, toilets, dressing and locker rooms for both boys and girls. The largest of these field houses is the old residence at Mosswood park, which is now being remodeled. The main house will include a restaurant, where patrons of the park may procure light refreshments and mothers may bring their children and buy fresh milk. There will be a children's library and game room, meeting rooms for young women, etc. The lower floor in the south wing will include toilets, showers and dressing rooms for boys and girls. The upper floor will be for men who use the tennis courts.

### QUALIFICATIONS OF PLAYGROUND SUPERVISORS

The activities on the playgrounds are varied and designed to meet the needs of all the people. Supervisors are required to have a knowledge of and administer the following activities:

1. Kindergarten, including (a) games, (b) story telling, (c) use of sand box.
2. Ball games, including (a) baseball, (b) basketball, (c) volleyball, (d) miscellaneous.
3. Use of gymnasium.

4. Free games, including (a) running, (b) circle, (c) singing.
5. Gymnastic drill.
6. Folk dancing.
7. Manual training, including (a) basketry, (b) raffia.
8. Music.
9. First aid to the injured.
10. Organized athletics, including (a) leagues, (b) track and field events, (c) teams.
11. General recreational activities, including (a) clubs, (b) dramatics, (c) neighborhood centers.

Schools and colleges throughout the country are providing special training for playground supervisors.

### ATTENDANCE AT PLAYGROUNDS.

Careful reports of the activities and attendance at the various playgrounds are kept. The following is a statement of the attendance at the various playgrounds for the fiscal year July 1, 1910, to June 30, 1911:

Name.	Total Attendance.	Months Open.	Aver. Mo. Attendance.
Bushrod.....	132,436	12	11,036
De Fremery.....	65,354	12	5,446
Garfield.....	49,031	11	4,456
Garfield annex.....	2,553	1	2,553
Fruitvale No. 3.....	3,587	1	3,587
Clawson.....	3,899	1	3,899
Tompkins.....	13,117	2	6,556
Bay View.....	7,350	2	3,675
Durant.....	2,838	1	2,838
Total.....	280,165		

### OAKLAND'S RECREATION CENTER.

One of the largest projects contemplated by the board of playground directors is the public recreation center to be established at Peralta park, on Twelfth street, between First avenue and Fallon street. This twenty-acre park has been partially filled in and is now being used as a football and athletic field by the high school boys—the first time in history that the Oakland high school has been able to practice on a full-sized field owned by the city and near enough to be accessible. Eventually this park will be made a large recreation center for the whole city. A stadium for athletic events, festivals and civic meetings will be installed. Provision will be made for all forms of outdoor games and sports. It is planned to extend the playground system by developing the land already owned by the city and assigned for playground purposes, and by securing land in other districts.

We feel that the playgrounds are serving a very necessary purpose and are doing much to help the boys and girls grow and develop into clean, strong, healthy men and women who will more than repay the expense in dividends and good citizenship.

## Alamedans Take Special Delight in Their Children's Playgrounds and Healthful Sports

(By J. G. GUTLEBEN, Superintendent of Alameda Playgrounds.)



IT is only but a short time since any great modern thought and effort has begun to be directed toward higher mental and physical development of the child. The awakening has come to such an extent that this century has been fittingly termed the age of child study. The formation of Eugenic Societies, Child's Welfare Leagues, juvenile courts, Boy Scout movement, the enacting of laws for the good of the child, the remarkable development of the public school system within this generation and lastly the institution of playgrounds in all the cities of the land, shows that at last we are beginning to realize our grandest prerogative.

That the city child which did not have the duties and innocent amusements of the child in the country should be safely guarded and occupied in the school room all day has probably been better than to have permitted it to loiter in the street. Parents welcomed an arrangement such as the public school provided, which took the child off their hands and protected it against physical and moral harm, but the old method has clearly proved itself inadequate and thus the playground has suddenly sprung into existence to become a "co-ordinate branch of our scheme of education."

### WHAT PLAYGROUNDS ARE DOING.

It is evident at a superficial glance that whatever extension in its usefulness and function the playground may assume in the future, Alameda has planned wisely and well. The three playgrounds of the city are situated one at the extreme eastern end of the town called Lincoln park; one centrally located, known as McKinley park, and a third at the west end of the city known as Washington park. They are thus located within easy reach of the children in all parts of the city. Two of the playgrounds—those at the extreme ends of the city—in keeping with what should be the nature of playgrounds in an island city, have waterfronts connected with them, which is a most desirable asset of any playground and in itself constitutes a greater source of wholesome recreation than could be provided by any form of modern playground equipment. Washington park has a beautiful sandy beach, which during the summer months is the scene of activity of hundreds of Alameda's children and is beginning to be sought by picnic parties from all the surrounding cities. The waterfront at Lincoln park, though not as desirable as yet for wading and swimming, opens out on San Leandro bay, a beautiful and most remarkably protected expanse of salt water which offers unusually safe facilities for boys rowing, canoeing, sailing and other aquatic sports. A number of rowing crews from the different playgrounds have existed for some time, which have taken advantage of this natural endowment of Lincoln park playground.

### GENERAL MEETING PLACE OF JUVENILE CLUBS.

McKinley park, though but a block from the deep water of the estuary, is not as fortunate as the other two grounds in possessing waterfront. It possesses the advantage, however, of a central location in the city and being equipped with a large building, formerly the home of the late Judge Waynline, it is gradually coming to be

the general meeting place of boys' and girls' clubs and of the officers of the different leagues through which the competitive games in the three playgrounds are governed. Thus far the following clubs have found their regular quarters there: Northside Improvement Club, Aquilla Walking Club, a girls' thimble club, a tennis club, Boys' Soccer League, which has ninety-six boys signed up for regular series of games in all the playgrounds, and beginning New Year an orchestra composed of twenty-three young musicians from the vicinity intends to meet there.

### PARKS ASSOCIATED WITH PLAYGROUNDS.

Besides nature's gift to the Alameda playgrounds of open views into beautiful aquatic scenes, which will mean more in the development of its future citizens than at present can be appreciated, its playgrounds are fortunate in possessing unusually attractive park features. Upon Lincoln park playground, which was formerly the private park of one of Alameda's wealthy citizens, was bestowed all the care in the selection and arrangement of ornamental trees and shrubbery which only a private owner could fully give. These different varieties of trees having reached maturity by this time present a park aspect of unusual charm. On account of the remarkable combination of so many attractive features, the apparatus and the various courts interspersed among the trees and flowers, and an athletic field with an unobstructed view over San Leandro bay, where pleasure boats of all kinds are seen passing before the eyes of spectators at the large ball games. This has been pronounced by visitors from different states as the most beautiful playground in the country.

McKinley park, like Lincoln, was also fortunate in having had a private owner who was a lover of trees and consequently specimens exist there which have been brought together from all parts of the earth.

Washington park playground is unique in conserving to future Alamedans a view of a small forest of the primitive oaks which once covered the island.

Alameda believes in having parks for children and not for adults only. In the larger and more congested cities houses are removed and steel apparatus erected for children to hang and climb. This is a commendable improvement, but Alameda has gone further in trying to restore to the human animal part of the natural surroundings. The value of this it may not be possible to demonstrate in apparent practical results, but Alameda is leading the way for other cities in installing and maintaining park features as an essential part of the playground equipment. Plans have also been found whereby the children will be taught the names of all the trees and shrubs and different domestic flowers as they are set out during the different seasons by an expert head gardener.

### PLAYGROUND EQUIPMENTS.

Of the usual playground apparatus a large quantity has been installed in all the playgrounds. There are swings, teeters, bars, ladders, flying and traveling rings and mechanical devices for amusements of all kinds, besides tennis, handball and basketball courts, baseball and football fields. Alameda was the first of the bay cities to equip playgrounds with steel apparatus. But it does not rely upon the material equipment alone for the greatest benefit to the children. Regular play-

ground instructors to supervise and teach games are employed in all the grounds. Besides the usual games for the smaller children different series of competitive games between the three playgrounds are arranged through the formation of leagues during times when certain games are in season. There have been girls' basketball and baseball leagues in successful operation at different seasons, but the most beneficial league for the boys ever formed in Alameda is the present Inter-Park Soccer League. The game of association football was never enthusiastically taken up before among the boys. The organization of this Soccer League puts about 100 boys into regular organized spirited play in a series of inter-playground games, besides resulting in the boys all over the city kicking the ball promiscuously.

### VALUE OF PLAYGROUND ACTIVITIES.

Of the many recreational and play activities in connection with the playgrounds, a single instance may yet be mentioned showing the educational value. A rowing crew connected with Lincoln park has a boat rowed by eight girls. During the regular outings on the bay different members of the crew made it their object to study the saltwater plant and animal life. Thus one young lady has the office of ornithologist, observing particularly the bird life; another is a botanist, studying marsh and saltwater grasses; another is a zoologist, giving attention to the minute saltwater organism and life. The various specimens are gathered and it is intended to put them on exhibition on the shelves in the McKinley park clubhouse until such time when a boathouse on San Leandro bay can be built.

### RECORD OF ATTENDANCE.

That the Alameda playgrounds are a success and one worth the outlay is indicated not only by the gradual increase in the different recreational and play activities already noted, but most obviously it is shown by the record of attendance. One form of recreation, that of tennis, of which it was predicted at the beginning that one court in one of the playgrounds would be more than ample for all the followers of this sport in a small city like Alameda, has so grown in popularity that soon another court had to be built; then three more courts were built in the other playgrounds, and now the ground will soon be broken for two more in the first playground. A close count shows a usual attendance of about 200 players a week using the two courts at Lincoln park alone. By the remarkable demand for tennis rackets the local dealer of athletic goods had reasons to indicate with enthusiastic praise the increase in the popularity of the game.

The attendance during the summer months on the three playgrounds averages about 14,000. Comparing this with the population of 23,000 will show in striking manner that Alameda does not fail to make good use of her playground facilities.

### UP TO DATE.

"Have you a fireless cooker?"  
"No; but I've got a cookless fire."—Balt. American.

Oakland property owners have spent approximately \$7,500,000 during the past year in the construction of new buildings.

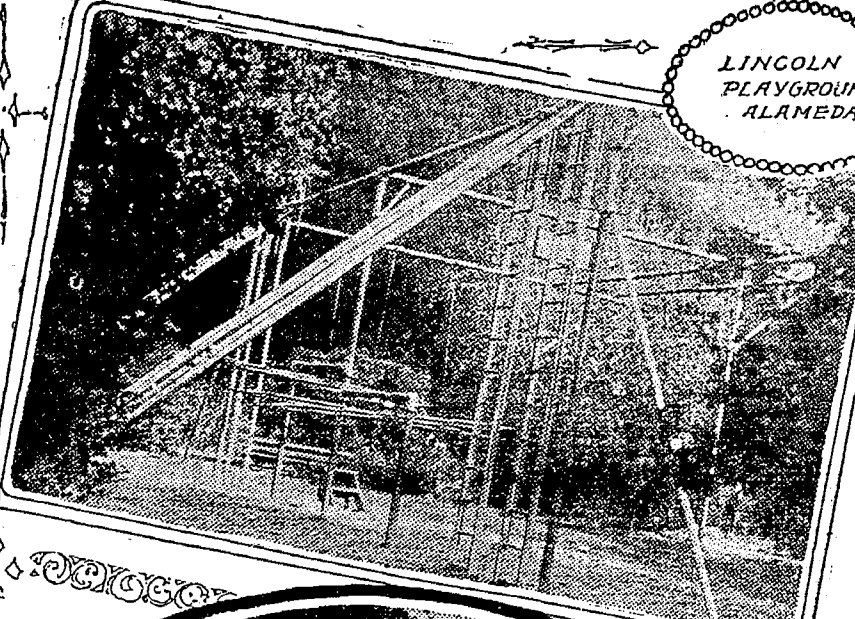


# PUBLIC PLAYGROUNDS IN EAST BAY SHORE CITIES

BERKELEY  
PLAYGROUND



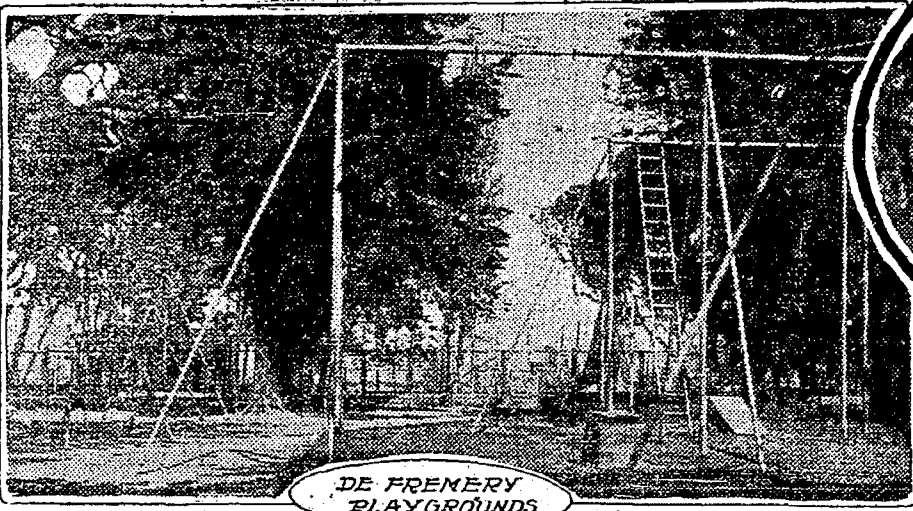
LINCOLN  
PLAYGROUND  
ALAMEDA



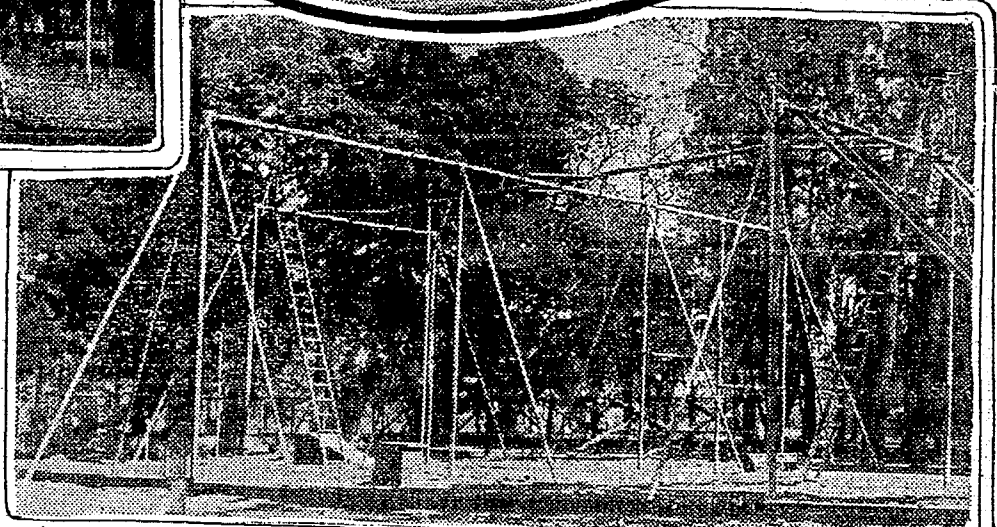
BAY VIEW  
PLAY  
GROUND



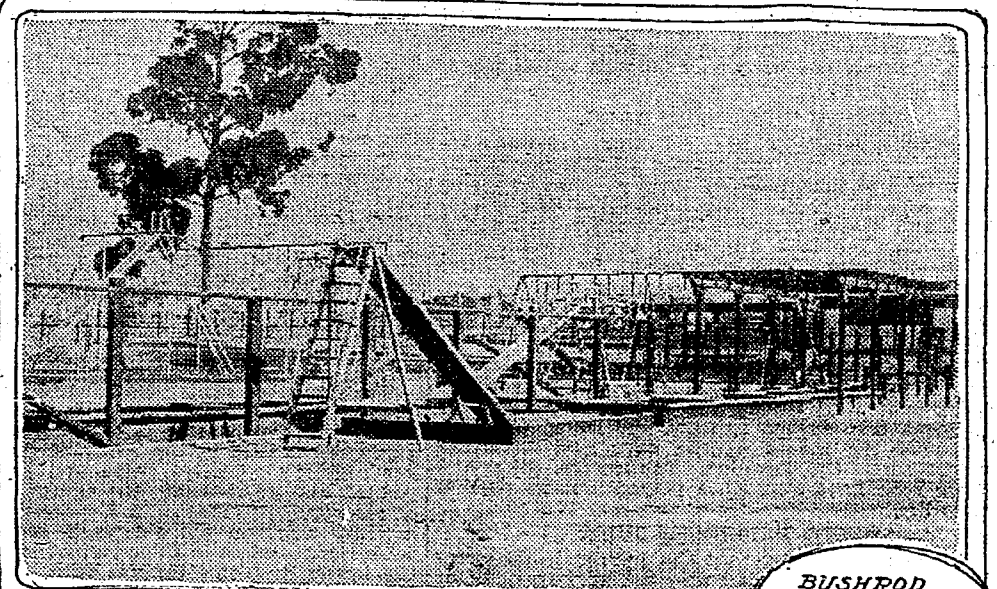
DE FREMERY  
PLAYGROUNDS



DE FREMERY  
PLAYGROUNDS



BERKELEY  
PLAYGROUND  
SLIDES



BUSHROD  
PLAYGROUND

McKINLEY  
PLAYGROUND



PERALTA  
PLAYGROUND



# JAPANESE NEW YEAR IN TOKYO

## Remarkable Combination of Public Demonstrations, Religious Ceremonies, Symbolical Decorations and Popular Sports in Imperial City

(By MADAME Y. OZAKI,  
Mayoress of Tokyo.)

### THE NEW YEAR IN THE STREETS OF TOKYO.

Kado matsu wa  
Meido no Tabi no  
Ichi ri Zuka  
Medetaku mo ari  
Medetaku mo nashi.

#### SONG BY IKKIU.

At every door  
The pine trees stand;  
One mile post more  
To the spirit land;  
As there's gladness,  
So there's sadness.



HO shall describe the streets of Tokyo on New Year's morn? It is a never-to-be-forgotten sight, especially if the sun shines brightly over all. Generally speaking, Tokyo is a city which lacks distinction. Brown grey rows of one-storied, low-roofed, wide-eaved houses, broken once and again by a two-storied house or an ugly, foreign-built postoffice form the quiet, irregular, unpretentious streets. At the New Year a metamorphosis takes place. On all sides the chrysalis of the city bursts into a butterfly of color and bright ornamentation. From every gateway flutter the wings of two flags of the Rising Sun, a scarlet ball on a white background. The decorations of the season turn the streets into waving bamboo saplings, pine branches, straw fringes and laplets of white paper.

#### SUPERIOR ARTISTIC EFFECT.

The superiority in artistic effect and impressiveness of uniformity of design and color in decoration over irregularity and spasmodic attempts is seen in these beautiful lines of green and lines of white and lines of flags with their crimson suns, which are so essentially Japanese and so deliciously harmonious to the eye.

This is the Kado-Matsu (pine of the doorway), a decoration which consists of bamboos and branches of pine trees planted on each side of the door or gateway. Sometimes the bamboo takes the form of three large stems, sliced obliquely to a point with pine branches bunched together at their base; at other times it is a bamboo sapling waving in the wintry wind over its shorter companions, the pines. The pine being a sturdy evergreen, unaffected alike by the heat of the summer and the severest storms of winter, is an emblem of endurance and constancy to purpose in the face of misfortune, and the bamboo with its straight, regular joints, is a symbol of virtue from Setsu, which means "a joint" and also "virtue."

#### SYMBOLICAL DECORATIONS.

The custom of planting pine branches dates from about 900 years ago, but the bamboo decorations were added much later. The plum blossom is seldom added outside the house, but the favorite combination in the home and in art is the "Sho-Chiku-Bai"—"the pine, the bamboo, and the plum blossom," the latter symbolizing womanly sweetness and grace, so that the trio represent the ideal of manly strength and feminine charm. Across the gateway is stretched the ubiquitous straw rope and fringe. The straw rope and the mirror cakes above mentioned have a religious reference and go back to time immemorial of the Japanese cosmogony and its beautiful sun myth.

It is written in the ancient annals that in the dawn of time Amaterasu, the sun goddess, withdrew into a cave in anger at the pranks of the impetuous moon god, who broke into the room where she and her maidens were weaving. In consequence the world was plunged into utter darkness.

#### LURING THE LIGHT BACK.

In desperate resolution the gods and goddesses assembled before the cave and started all the known arts and industries to help them in their purpose of luring the light back to them. They forged the first mirror of metal, and having placed it before the mouth of the cave they indulged in a wild revel in which the goddess of mirth, Uzume, amused them all by her sportive dancing. The sounds of the revelry reached the sun goddess in her cave, and her curiosity fully aroused she pushed back the rock so that she might peep out and see what was the cause of this unwonted noise. As she did so she caught sight of her own reflection in the mirror. Innocent wonder at the lovely vision drew her out still further. The gods who had been waiting for this moment, now rushed forward and rolled the rock back against the mouth of the cave and drew the straw rope across the entrance. The mirror, cakes and the straw rope have ever since played a large part in Japanese life.

#### SHINTO PRIMEVAL CULT.

It will be remembered that the mirror is the symbol and focus of the Shinto faith, the primeval cult of Japan, and dates its origin from this myth. The straw rope seen today is said to be in memory of that stretched across the entrance of the cave Amano-Iwato, after the sun goddess emerged from her self-immurement. The dark interior of the cave was considered to be unclean and inauspicious, and the rope fenced it off from the clean and smiling world outside. The rope is used in Shinto temples to mark off the clean interior from the common outer world, and is used in dwelling houses on festive occasions as a boundary over which nothing unclean or unlucky is to find entrance, the advent of evil spirits being thereby, it is supposed, prevented. The straw rope, therefore, must have had the prehistoric significance of a taboo. The palm leaf with its fronds downward is used in the same way in Siam and Burmah to this day. Not only over the gateway, but over all the principal parts of the dwelling do we find the Shime-nawa (straw rope), and tradition tells us now that wherever it hangs the balmy winds of spring blow. Over the doorway it is sometimes twisted into an artistic knot and tassel-like ends, and this forms the background to a curious emblematical device. A red lobster set in the midst of fern fronds, some leaves of evergreen, Yuzuriha (bot. Daphniphyllum Macropodium), and a bitter orange is the prominent

feature. A piece of charcoal is sometimes added to the collection.

#### LOBSTER TYPIFIES LONGEVITY.

Associated as the lobster is in the west with salad and mayonnaise and subsequent attacks of indigestion, things conducive to anything but long life, it may cause some surprise to learn that on this side of the world the lobster typifies longevity, and its presence on the top of the portal expresses the hope that the inmates may live until their backs are bent double and their beards reach their knees after the manner of the crawfish, a truly patriarchal conception of bliss! The fern fronds, in the way they branch and re-branch, are figurative of the desire of a large posterity, and the leaves of the yuzuri-ha signify uninterrupted succession in the family, for the young leaf of the yuzuri-ha always develops well before the old leaf growing in front of it drops off. So the yuzuri-ha is used as a symbol of that fortunate household where the son attains manhood and is able to take his place as head of the family before the decease of the father. The bitter orange daidai means to bequeath from "generation to generation," from a Chinese word daidai, which means the same.

#### CHARCOAL OF GOOD OMEN.

Charcoal is of good omen because its color never changes and it is therefore used to symbolize the prosperous changelessness of the fortunes of the family. It is also impervious to damp and is used by the rich to fill up the grave round the coffin of the departed.

Tokyo seems to take a fresh lease of life New Year's morn, and not only the young but the old and those who have been sobered in the school of adversity to step back into its careless springtime and to trip it merrily to the rhythm of the heart's own music of mirth, and joy, and hope. The streets of the city have the appearance of a huge playground, for the New Year is the one Sabbath of the year. The shops are not closed, but blinds made of slatted bamboo are hung up to show that all business is suspended, and above the blind the name card of the owner is placed in the butterfly bow of the four-stranded mizi-hiki—the red string of felicitation.

#### HIGH LIFE IN HIGHWAYS.

The highways of the city leading to the palace are full of the coming and going of high life. At 9:30 a. m. the emperor receives the princes and princesses of the blood, the palace officials, the nobility and imperial nominees to the House of Peers and their wives; at 10 the cabinet ministers and their wives, officers and the various halls of the palace and government employes of high rank and their wives. The sun glitters on innumerable plumed-cocked hats and coats resplendent in their gold lace and the proud display of decorations. The chokunin kwan (highest rank) officers are distinguished by white feathers to their hats, while the sonin kwan (secondary rank) officers wear black plumes. At 2 o'clock the foreign representatives, minister plenipotentiary, the secretaries of legation and their wives are received in court dress by their majesties.

#### YOUNG HAVE GAY TIME.

While principalities and powers perform ceremonious functions and go through their paces in high places, making a pageantry of fine feathers and fine bird, the young are having a gay time in the open all over the city. All are dressed in the smartest clothes their wardrobes can produce, and little girls and big ones, too, are out in beives playing battleboard and shuttlecock. As they sit to and fro in their brightly colored kimono, the long sleeves flashing glimpses of scarlet and multi-colored linings, brighter or subdued as they come into the sun or fall into the shadow, they recall the pretty gatherings of butterflies it is the pedestrians luck, sometimes, to disturb on summer walks far off among the hills.

As I went my rounds of calls I caught visions of more sumptuous female attire under the imposing porticoes and in the stately gardens of the patricians and the wealthy. Many were the pictures of sapphire, amethyst and willow green crapes girdled with sashes glinting with gold and crowned by shining black coiffures and daintily powdered faces. Some of the faces are smudged with white or red paint or black ink, and once in a while a player will smack her vis-a-vis with her hago-ita (battleboard). These are the various penalties for missing the shuttlecock, which is smaller and far more delicately made than its western counterpart.

#### GIRLS' "BATTLEBOARD."

The Japanese girl's "battleboard," too, is a thing of beauty if not a joy forever. It is made of soft white wood, and the reverse side is covered with beautiful applied figures of the many of the beacon lights of her history. Scarlet crepe and soft white silk are padded and painted into the figures of hero or heroine of renown. Beauties of the conventional aquiline type mincing along in the old world costumes, fierce and dauntless warriors in their resplendent armor ready for the battle or some famous deed of prowess, all live again on these picturesque Japanese battleboards. The Japanese maiden loves her hago-ita almost as much as she does her dolls, and the walls of her room will often be adorned with row upon row of fine battleboards, presents from rich parents, relations and friends.

Lads as well as lassies have their special New Year's game, which is kite flying. Overhead in every quarter of the city, like big birds or strange aerial messengers, kites fly in the wind and stud the blue vault of heaven.

#### STREET URCHINS FLY KITES.

As one spins along in a jinrikisha not infrequently has one to wait while a group of young street urchins pull their different kite strings to one side and allow the runner to pass. Talking one day at the end of the year to some little boys who were trying to learn English I asked them what they were going to do in the holidays. "I shall go out every day and fly my kite," said one. "I like to see my kite mount high in the air," said another. "It is great fun to tie a small knife to my kite-string and cut the other boys' kites," said the third with a sense of humor and the spirit of mischief twinkling in his bonny brown face. The Japanese kite is made of paper pasted on a rectangular frame of thin bamboo. Highly colored painting and caricatures of

heroes and fierce-looking goblins adorn the surface. Tokyo boys discard kite-tails altogether. Their kites often take the shape of birds and bats and an ancient archer is a favorite figure with them. A piece of whale-bone fastened to the top of the kite makes a great humming against the wind.

#### ALSO SPORT FOR ADULTS.

Strange to say, though kite-flying has been appropriated by the youths of Japan as their undisputed monopoly at the New Year, it has at certain seasons received as much attention from adults and been as popular a sport in Japan as cricket in England. In Nagasaki kites as large as thirty-six feet square are mounted with dexterity and all the world and his wife turn out to see the feat. One such kite requires a company of hands to manage it. The string is covered with ground glass and the company try to maneuver their string as to cut down all competitors. In the Tokugawa Shogunate period kites so large and strong were the fashion that they were used by spies, who mounted thus could with great facility spy out an enemy's maneuvers and for this reason kites of such dimensions were soon prohibited.

Religion does not play a conspicuous part on New Year's day with the people. Among the old-fashioned, however, it is the custom to seek the favor of the god whose temple is in that quarter of the compass which corresponds with the name of the year, and in this way different temples are patronized in succeeding years.

#### NEW YEAR CEREMONIES.

Through friends at court I had the privilege of obtaining a program of the ceremonies at the palace performed on New Year's day and every day afterwards till the 8th of January. According to this his majesty sets a pious example. His first act is to worship at the four cardinal points of the compass at the early hour of 5:30 a. m. This is done before the innermost shrines of the imperial ancestors, and only two of the oldest masters of ceremony enter the holy of holies with the emperor. The 3d of January is also given up to worship in the palace. Worship in the Korei Den (hall of the ancestors' spirits) and in the hall of Jimmu Tenno, the founder of the present dynasty, being the principal items. On the 4th the emperor opens the council chamber and a resumption of state affairs takes place.

On the second day of the year a picturesque mercantile procession is to be seen making its way along the crowded thoroughfares of Asakusa, the busiest district in Tokyo. This is the hatsuni of first distributions of goods sent out by the merchants to the retail dealers.

#### WAGONS DRAWN BY BULLS.

Large wagons heaped with the merchandise and drawn by bulls are decorated with banners on which the name of the firm from which they have been sent is designated in large hieroglyphics. The seven gods of luck, the rising sun, the pine, the prawn and all the felicitous symbols of the season ride on the first car, and each is represented by a number of men in queerly patterned livery, who follow each wagon beating drums and playing flutes.

This resumption of work on the 2d is simulated in all classes, but it is merely a formal make-believe and resolves itself into a playful handling of work and tools by merchant, or scholar, or artisan.

#### STROLLING ETA GIRL.

Of the many customs connected with the New Year in Japan, the strolling Eta girl, the Manzai and the Shishimai, are certainly to be counted among the most picturesque. From gate to gate, from street to street, the Eta (the Eta were the outcast class to whom was relegated all work that was considered unclean), maiden wanders with her Samisen, her face all but hidden in a huge mushroom peak-shaped straw hat, tinkling songs to charm away the birds of ill omen who are supposed to hover in the air on the first day of the year. In return for her kindly service grateful households hand her out a few pence twisted up in a piece of white paper. The Manzai are men who parade the streets dressed in styles of a day long passed and who for a small sum chant good wishes for the future to the throbbing of the drum. A band of two or three children sometimes compose the Shishimai. They wear large lion (shishi) masks and shocks of red hair, which represent the animal's mane. These masks are jerked about to the music of drums and fifes and simulate the movements of a lion ferocious. A lion is the symbol of strength and the demons are believed to fly in fear and trembling from before the Shishimai.

#### PINE LONGEVITY EMBLEM.

In old Japanese prints men beautifully attired may be seen digging and transplanting tiny pine trees on the hillside or picking spring leaves in the fields. This was a royal custom observed by the emperor and his court on the "first day of the rat"—the 7th of January. The pine was the emblem of longevity and the spring leaves of green youth. Though trivial acts in themselves so much ceremonious care was lavished upon them that they gradually assumed the importance and dignity of graceful rites. The plucking of spring leaves, at first symbolical only, has now become a domestic recipe. Seven kinds are prescribed—parsley, shepherd purse, cudweed, henbit, turnip and radish. These are chopped on a big block with a large knife in each hand to a merry refrain.

"Birds of ill-hap pass us by;  
Never here from China fly.  
Flit and hop, flitting, hopping,  
Chip and chop, chipping, chopping."  
(Translated by Captain Brinkley.)

#### FLAMES FRIGHTENED DEMONS.

The herbs are then made into a soup. The pine trees and the decoration were burned about the 14th of the month, but this takes place earlier now. The crackle of the flames was supposed to be efficacious in frightening away the demons.

All servants look forward to the 15th and 16th of the month, for these days are called the Yaburi or Yadori—"the return of the rustics," and are holidays set apart for them to visit their homes. Generally speaking, the Japanese New Year lasts till about this time, and it is practically impossible to get any work done by the artisan class till after the middle of the month at the earliest.



# Japan The Land of the Rising Sun

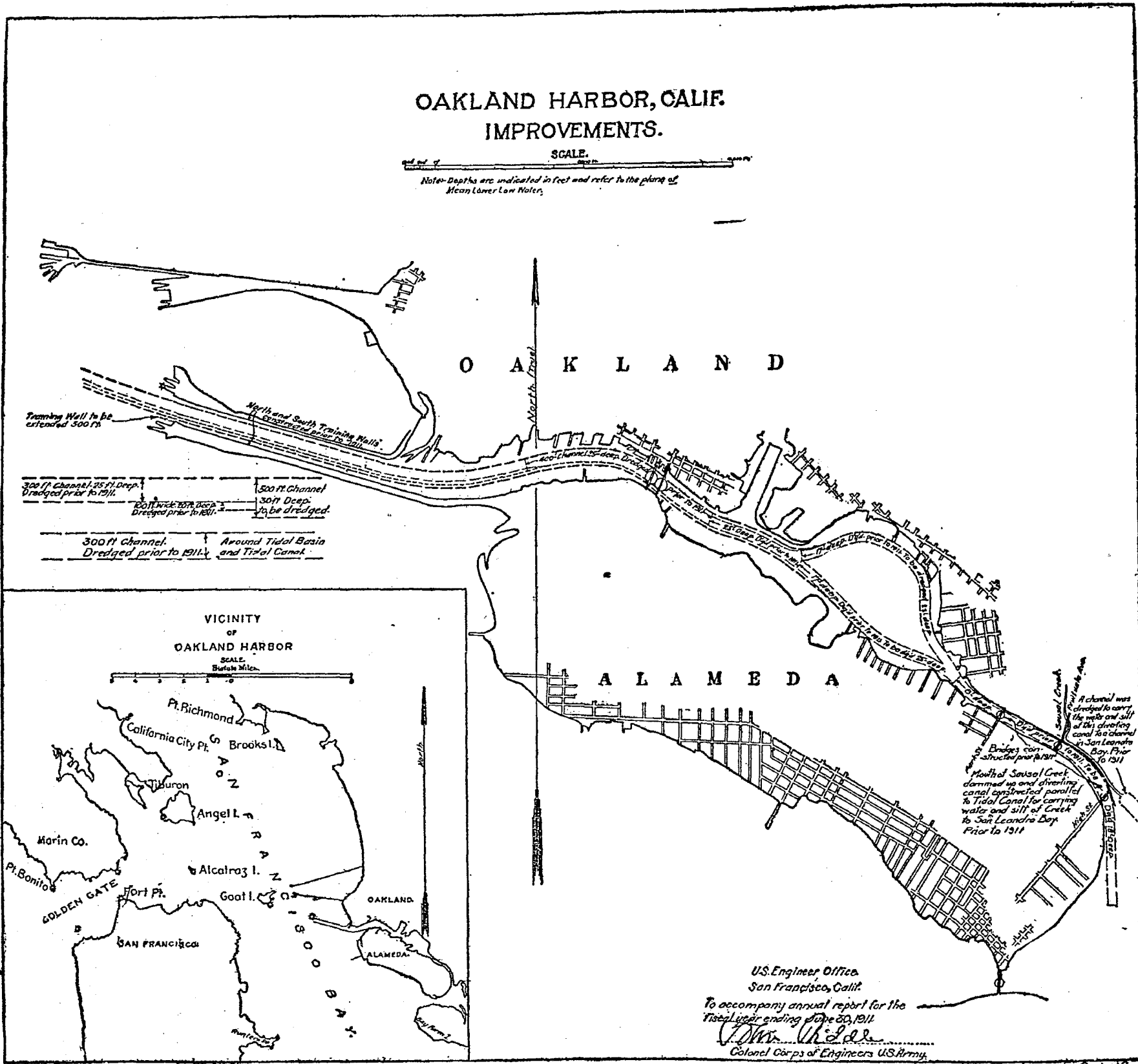


Yee Theo. Oza Ki



# FEDERAL HARBOR IMPROVEMENT

Map Showing the Character of the Operations Carried Out in the Estuary to Meet the Demands of Commerce



## How Berkeley Utilizes Its Playgrounds

(By JAMES T. PRESTON,  
President City Playground Commission and Principal  
of Franklin School, West Berkeley.)

**W**E live today in a world of magic, and wise men as we are, we do not realize the wonders created before our eyes. Some seer takes over to himself the broad fields bordering on a great bay and says: "Here we will build a city." A night and a day and the deed is done. Instead of the freedom of roaming at will out of doors, you are met at every turn by this checker board of a strange fate and are compelled willfully to follow its strange lines in streets and alleys, angled in cement and stone, until you become hardened to existence on an urban lot, indifferent in a great degree to your surroundings, insensible to the exchange of birthrights in fields and forests for the miserable pottage of the crowded community life.

### BERKELEY'S ONE OVERSIGHT.

Berkeley, in common with most young American municipalities, has drawn the lines of a great city, but so far she has failed, with all her foresight, to see the necessity for play spaces. Each year she has said: "Tomorrow, children, will be time enough for that; tomorrow you shall have the place to play."

And so the bill for the health and free development of her children mounts up with compound interest until soon it will be so large that it will be well-nigh impossible to provide the free room in which they may grow up, strong, right-minded citizens.

The wise men of the east have said: "Let all those who live in a half-mile radius use the school buildings as social centers, near them have your playgrounds of one to three acres, with sufficient equipment upon them for the use of the children. Use the school facilities as far as possible. Keep your children from loitering on the streets, or from lounging

or loafing in gangs at the corners; let them have the careful oversight of a good physical director who loves their play.

"For, if a child is planted on a street corner and cultivated by loafers and evil-minded passersby, or if it is forever dodging traffic or police laws, it will grow a deadly nightshade of a hoodlum, a courtesan, a convict, or worse. But, if it is placed in a garden, with free spaces all about it in which to grow, under wise direction it will flower into noble, useful citizenship."

### MODEL PLAYGROUND.

Berkeley has one model playground, 90x320 feet, back of the city hall on Grove street. Here a complete equipment of rings and swings, slides, striders, bars, ladders, basketball and volley ball courts serve to delight the 400 children who are in walking distance of it, as the attendance of 5000 per month shows.

The cost has not been great, fencing, surfacing, equipment and fieldhouse totaling some \$3400 to date. Frank Jones Clark and Miss Kathryn McKee are the instructors in charge.

But this playground only serves one neighborhood. There should be ten such play equipments for the 7000 children of the city. Sufficient grounds of from one to three acres could be procured in every neighborhood in the municipality at a total cost, including equipment, of about \$250,000. To this, with the further development of San Pablo Park, the playground commission invites the consideration of Berkeley in 1912. We need the assistance of every citizen. Provide these play spaces now, so that by January 1, 1913, we shall have made all Berkeley ready to hear:

From slides, and striders, and swings,  
Ladders, and bars, and rigs—  
Happy New Year!

## One of the Surest Things Is Farming

There is nothing certain under the sun; but perhaps the nearest approach to a "sure thing" is raising lima beans in California. It has never been recorded where a lima bean grower has been declared a bankrupt in this state. He can not fail because California's ideal climatic and soil conditions guarantee big crops; because the price of beans is fixed, a known quantity in his ledger of profit.

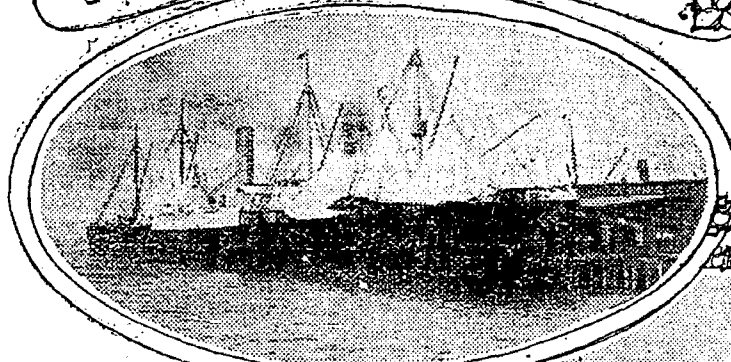
The great bean harvest, which commences in September and runs throughout October in the five counties of Ventura, Santa Barbara, Los Angeles, Orange, and San Diego, is going to engage the public interest more than ever this year. There will be a larger output than ever before, because thousands of acres of new land will be planted to beans.

The statistics for 1910 give the production of lima beans in Ventura county as 63,200,000 pounds, worth \$2,686,000.

California leads the world in the production of lima beans; she produces two-thirds of the world's immense crop. The market price is absolutely dictated and controlled from the little 12x12 office of the Lima Bean Growers' Association in Oxnard. Investigation will show that bean growers are realizing more money per capita than other classes of farmers in the state. This is true because in the five counties which produce nearly all the lima beans, there are only a comparatively small number of growers. The fact is borne out when we learn that one man, J. F. Lewis of Camarillo, in Ventura county, averages an \$80,000 crop each year off a thousand acres. Again, Irvine, in Orange county, is the owner of 20,000 acres of bean land from which he receives through tenants nearly a million dollars annually as his quarter of the gross.

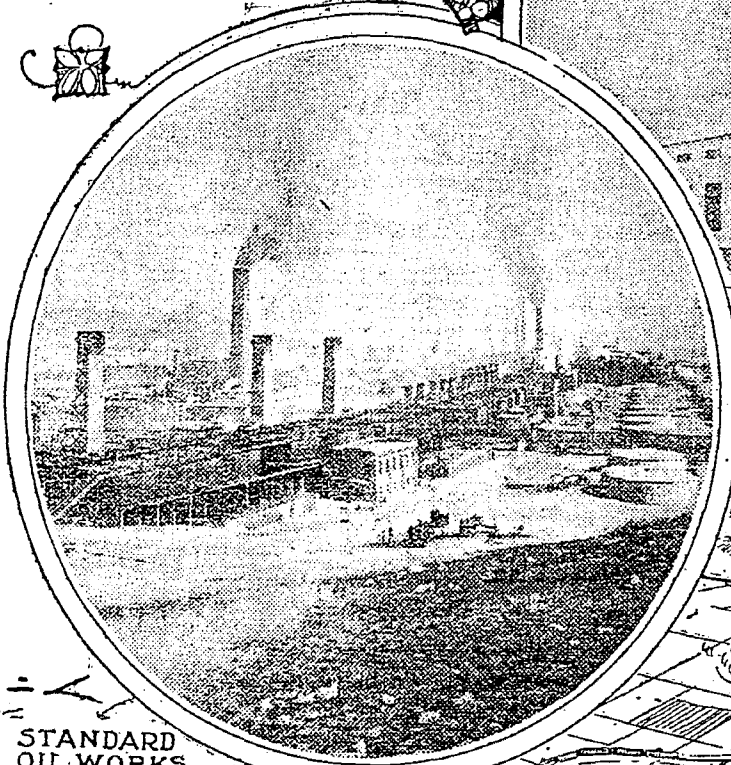
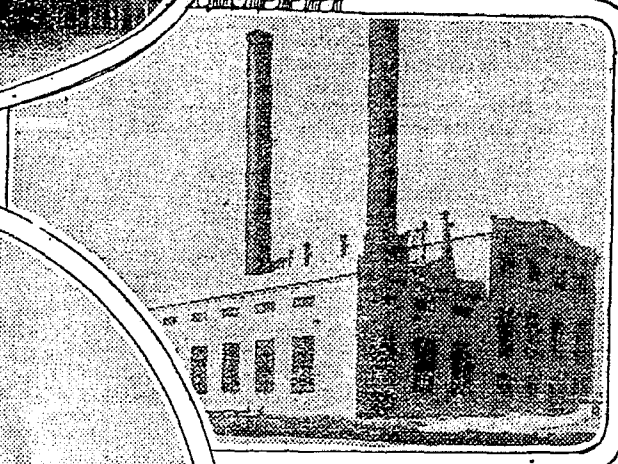


# TRANSPORTATION AND INVESTMENT

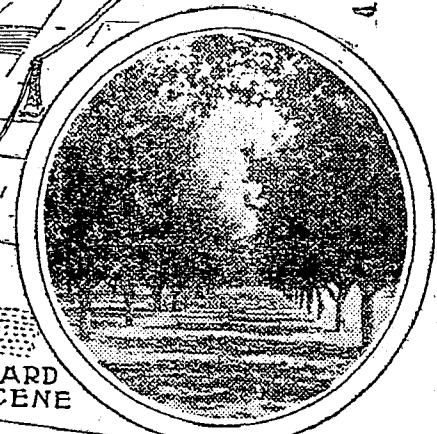


HAWAIIAN  
AMERICAN STEAMSHIP

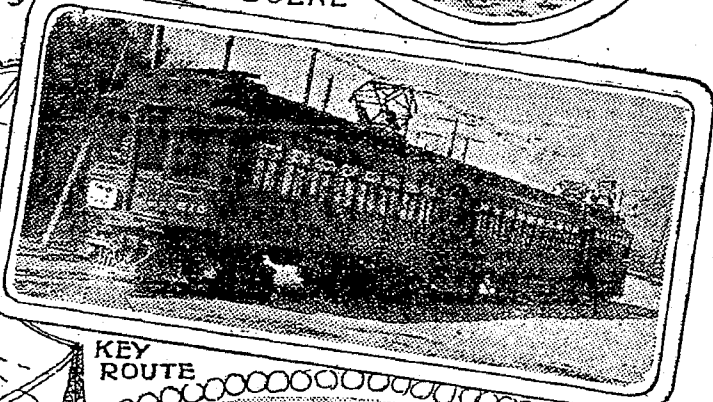
POWER PLANT  
GREAT WESTERN POWER CO.



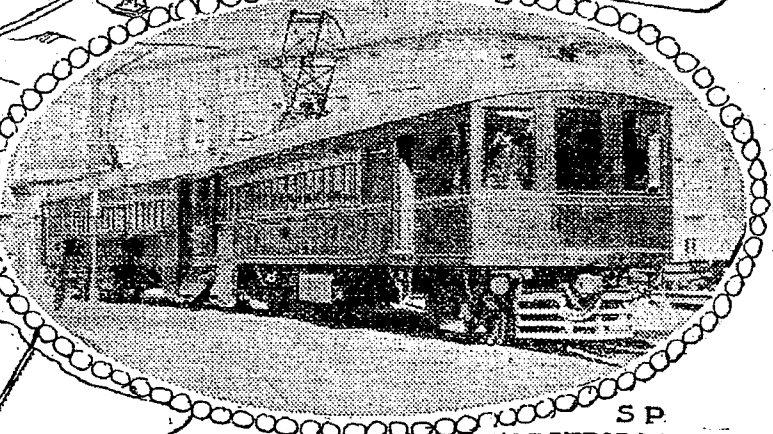
STANDARD  
OIL WORKS



ORCHARD  
SCENE



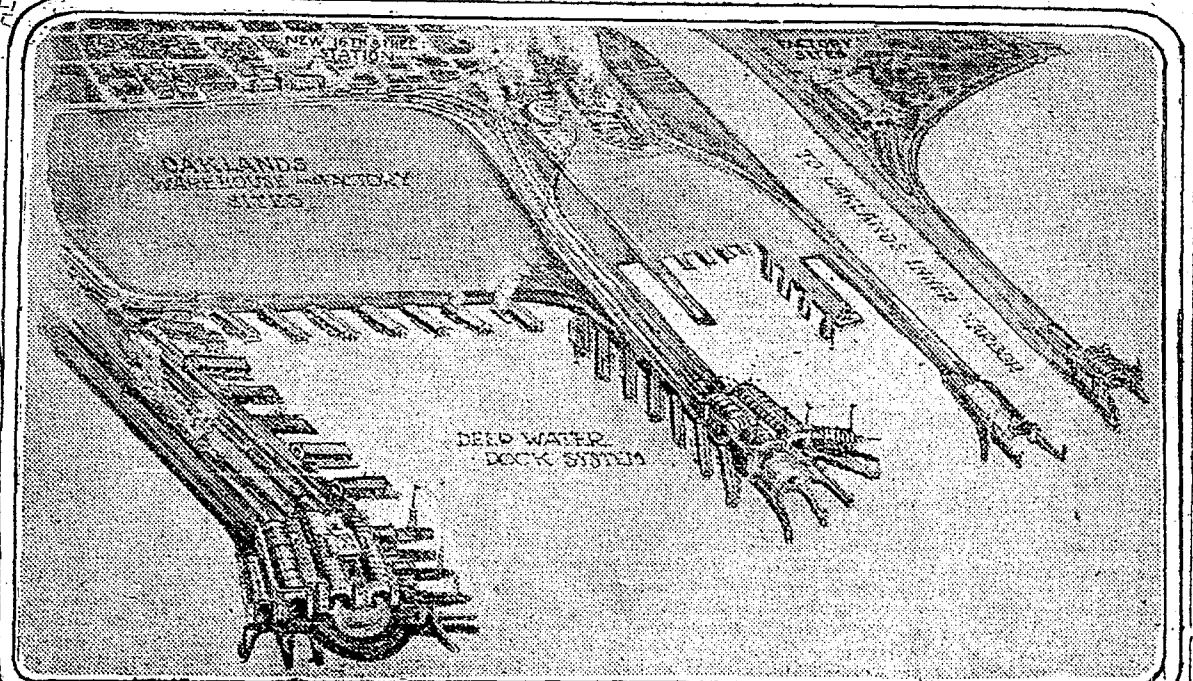
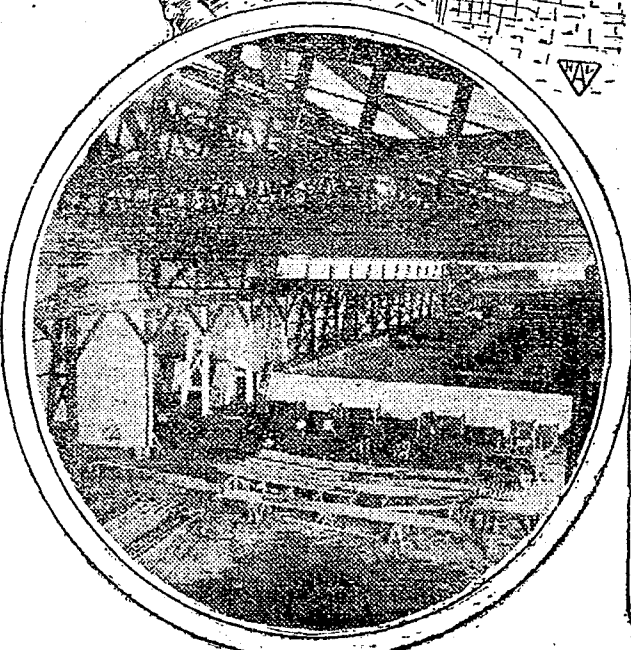
KEY  
ROUTE



S.P.  
ELECTRIC TRAIN



PANAMA-PACIFIC  
EXPOSITION  
SAN FRANCISCO



OAKLAND'S NEW WATER FRONT



# MODERNIZED STREET PAVEMENTS

## Oakland Has Passed Through a Course of Education in the Development of Sheet Asphalt

By WALTER C. HOWE,  
Assistant City Engineer.



EW people within the confines of a municipality realize the importance of scientific methods of control in the laying of a modern pavement. To the uninitiated the laying of an asphalt pavement appears simple enough, requiring merely a "mess of cooked asphalt" raked uniformly over a concrete foundation and then rolled down evenly by means of hand and steam rollers. In the early days of asphalt street construction the above idea was not far off the mark. Little was known of asphalt mixtures and little or no effort was made to learn. In consequence nearly all of the streets laid down during the early history of the industry were absolute failures.

Science has made rapid progress during the past decade, and much is now known as to the reason of the success or failure of an asphalt pavement that was not known twenty-five years ago.

### WHY EARLY EXPERIMENTS FAILED.

The earlier types of so-called "permanent pavements" as laid down in the city of Oakland were a natural product prepared principally from the bituminous sand and lime rock mined in California. Some of these pavements were laid on concrete foundations, while others were laid on the old macadam street surface. Very few of these old pavements justified the expense to the property owners for first cost or to the city from point of maintenance. These pavements failed through different ways, principally owing to inferior concrete foundation.

Laying bituminous surface upon old macadam foundation.

Rolling or waving of the bitumen surfaces.

Rapid wear and disintegration of surface under traffic.

The failure of the bituminous surface through rolling or waving was by far the most common cause and the most far-reaching. The remedy for this failure was easily attainable. All of the earlier bitumen surface mixtures were more or less unstable. This lack of

internal stability was the prime cause of failure. A few chemical analysis of the mineral aggregate of which these earlier bituminous surface mixtures were composed would have demonstrated the unbalanced or overloaded condition of the mixture and the impossibility of securing a proper pavement to withstand the ravages of weather and traffic when so laid.

### MODERN SHEET ASPHALT PAVEMENTS.

The sheet asphalt pavement, which is the standard pavement of most of the American municipalities, has superseded the bituminous rock pavements heretofore laid in Oakland. Seventh street from Fallon street to the western bay shore, which has just been completed, is a practical demonstration of the most modern type of sheet asphalt pavement.

The general public has been little conception of the many factors which enter into the success or failure of a pavement of this character. The principal factor may be termed "laboratory control." At the street department laboratory chemical tests of asphalt surface mixtures; of binder courses; of asphaltic cements; of sand, limedust, rock and other materials are being continuously made.

In addition to this, some of the large asphalt contracting firms who really have a desire to do good work maintain separate laboratories of their own and keep close check upon their surface asphalt mixtures and materials.

### OFFICIAL INSPECTION.

At the plant of the contracting firm, where these mixtures and materials are made up or stored, a system of inspection is maintained by the street department. The asphaltic cement in the kettle is carefully watched to see that the material is properly agitated and that the temperature is kept below a point where scorching or burning may take place. All material is carefully weighed or properly measured by an inspector before the same is allowed to go into the revolving drums, elevators or mixing kettles at the plant. After the mixing process has taken place, temperatures of each load are taken as dumped into the wagons and,

if satisfactory, the wagons are allowed to proceed to the street where the work is in process. Here again inspection, but of a different character is maintained. Here again are temperatures taken of the material before it is laid upon the street. The final appearance of the street can be either good or bad; it can be poorly crowned, uneven, spotted with flat places and altogether unsightly according to the degree of competency and experience of the street department deputy and inspector and the foreman for the contractor. Improper rolling has been the cause of many failures of asphalt streets.

The amount of rolling must be determined upon the work, and here again the personal equation enters into the success or failure of the pavement.

### THIRTY MILES OF ASPHALT PAVEMENTS.

Oakland today has nearly thirty miles of asphalt and bituminous streets. They cost the property owners approximately \$3,000,000. With the expenditure of such a vast sum of money it is only right and proper that the city maintain a corps of trained experts to supervise and direct work of this magnitude and importance. When a pavement is laid, if it is good to look upon, and if it withstands the inroads of weather and traffic, it is accepted by the general public as a matter of course. What a furor, however, would occur were the property owners to awaken some morning and looking out upon their new and elegant asphalt street of the day before find it a series of cracks from curb to curb extending over the entire surface area. And yet this condition actually occurred in one of our smaller municipalities within twenty-five miles of Oakland, where the entire main street of the city, which had been newly paved for a distance of five blocks, developed over seventy cracks, running from curb to curb, and at different angles to the curb, all in one week. To see this failure and to talk to the residents of this city would bring forcibly to one's mind the value of laboratory control and proper inspection in the laying of asphalt pavements and would cause a greater degree of appreciation for Oakland's splendid asphalt streets by taxpayers and the public in general.

## Oakland's System of Protecting the Health and Safety of the Public Is Explained

By FREDERICK C. TURNER,  
Commissioner of Public Health and Safety.



THE operation of the various departments of the city government grouped under the heading of department of public health and safety has not been radically changed or materially altered from what it was under the old law, the most striking change effected being probably the increase of expense due to the change of salaries made by the charter itself. The city of Oakland for years has been extremely fortunate in the personnel of its department chiefs, both as respects their unquestioned honor and integrity and as regards their intelligence and efficiency and their zealous desire to give good service. I have heard it stated by competent authorities that few cities in this country were so fortunate as the city of Oakland in this regard, and, knowing this from past association with these gentlemen, the council made no changes in the personnel of these various departments upon reorganization last July.

### SCOPE OF HEALTH AND SAFETY DEPARTMENT.

This department embraces practically the governmental activities of the city, comprising as it does the police, fire, health, electrical, including street lighting, license, building inspection and garbage disposal departments. It has little to do with civic adornment or improvement, but concerns itself with the guarding of the peace and health and safety of the community. Its expenditures will amount to over \$1,000,000 this year, the overwhelming amount of which is expense pure and simple, and leaves no permanent visible improvement as result, as does the work of other departments to a large extent; but, nevertheless, the department's work is the fundamental necessity of government, and while its administration is fraught with many disagreeable features resulting from its continual clash with personal interests, the opportunities for good service are unparalleled, and the possession of the department is a great privilege to one who sincerely desires to do that greatest of all human work, namely, to be of service to his community.

### ADMINISTRATIVE AIM.

It has been the aim of the present administration to administer the department with a view single to the execution of the law as the law stands, the statement being repeated over and over again that if a law was a bad law the place to complain was not to the police or to the electrical department or to the building inspector, but to the City Council, because these executive officials had only one duty to perform and that was to execute the law impartially in all cases, and that they have sought to do conscientiously and fairly, treating all alike. For this reason requests that drastic measures be taken against various institutions or individuals, particularly against individual saloons or clubs, have been opposed by this department, and it will continue to oppose them where the particular institution complained of is within the law as the law at present stands, the department refusing to be made a bludgeon for working out private feelings or business rivalry. For the five months ending November 1 the various funds at the disposal of this department, one and all, are in excellent shape, there being a small surplus in all of them.

### PROPOSED BETTERMENTS.

In the police department we hope to build a number of small lock-ups or sub-stations, and thus do away with the expenditure for rent which we now have to pay. We also expect to buy additional horses and an additional combined patrol wagon and ambulance. The present patrol wagon is extremely rough riding and is not well adapted to carrying injured people to the hospital, which we have to do constantly, and it is only humane and proper that suitable other means be obtained for this purpose as soon as possible. The department heads feel the necessity, however, of additional men both on patrol and in the detective department,

and it is not likely that we will be able to prevent the cost of the police department from continually increasing year by year. The detective branch of the police department has the reputation of being one of the most effective and efficient on the coast, and its records and Bertillon measurements are made use of throughout California and in adjacent states, and the effective and progressive administration of this department under Captain Petersen has consequently reflected great credit upon the city.

In the fire department there is a constant demand for more engine houses and more apparatus. The tendency of late years has been toward using more and more motor-driven fire apparatus. There is no use to which the automobile can be put that is more valuable than that of fire service, as speed is important above all else, the first few minutes of a fire being the most valuable time, as is self-evident. The city has ordered this year one motor-driven fire engine and three motor-driven combined chemical and hose carts, the latter doubling the number belonging to the city of Oakland, and it is likely that in the future nearly all of our additional apparatus will be motor-driven, and eventually the horse-drawn apparatus will be relegated to the scrap heap.

### THE SALT WATER SYSTEM.

The salt water high-pressure system, it is hoped, will be connected with the fresh water mains of the water company's system and fresh water used instead of salt in order to reduce the deterioration of the pipes by rusting. This will not entail the consumption of very much water, as the number of alarms that it responds to is very small. In case of a large fire, or in case of breakage, the salt water will be used through a bypass. This high-pressure system has been a complete success and is capable of throwing, in case of a conflagration, a much larger amount of water than is commonly supposed.

The Oakland fire department has an excellent record for good service, and the fire losses in this city have averaged for many years only about half the cost of maintaining the fire department itself. It has now reached a size where it is possible to concentrate in any portion of the thickly built sections of the city where a conflagration could arise at least ten engines within twenty minutes, and it is believed that even at its present strength it could cope successfully with a conflagration.

### STREET LIGHTING.

The street lighting is the largest single item of maintenance expense contracted for during the year and amounts to nearly \$12,000 a month. It is rapidly increasing in cost, due to the constant stream of applications for lights. In addition the lighting that was satisfactory a few years ago is not now satisfactory to the people, who demand more and more light continually. While the price per lamp has been materially reduced, it is hoped that it will be possible to get some concession in this regard also, but so far there has seemed to be no practicable way short of putting in our own plant. We have gone into the subject of installing a municipal system for the electrolights alone, and it is possible that it may be feasible to seriously consider the installing of our own ducts and distributing system and taking over the lighting of these electrolights ourselves and buy the electric current wholesale after obtaining competitive bids. The lighting of the arc lights, however, is a more complicated question and will take considerable study before it is possible to determine whether it would pay the city to undertake it or not.

The electrical department has, after considerable trouble in regard to the acceptance of certain cable, finally got to work in the installing of underground cable throughout the central and eastern portions of the city. By reason of the Southern Pacific taking over the lighting of Seventh street for the last half of the present fiscal year we were enabled to transfer money from the lighting fund for the purpose of buying addi-

tional cable for extending the system to the annexed territory, for both the fire alarm and the police telegraph service. This was a very great need and will greatly improve matters in that district.

### WORK OF THE HEALTH DEPARTMENT.

The health department of a modern city is becoming increasingly more important. The discoveries of medical science of later years have forced into activity hosts of public officials guarding health in a wholesale and public way, and the tendency is strongly toward increasing such activities. The city of Oakland, on the whole, has been fortunate so far as its health record is concerned, and the department officials are alive to the importance of their work. A description of the work that they do in the way of protecting the food and milk supply, of preventing the spread of contagious diseases by quarantine and isolation and publicity, of helping to repress tuberculosis and to abate the conditions which favor its spread, of endeavoring to stamp out smallpox, bubonic plague, and other like diseases, and of trying to raise the standard of health in the public schools, is one that would take too long to set forth in an article like this. It is a work, however, which is second to none in importance and value, and is being carefully looked after by an intelligent and zealous body of public servants.

The disposal of garbage comes under this department, and no move has been made as yet to change the method in use. There has been no kind of municipal construction work which has been so filled with failures as has the construction of reduction and incinerating works, the number of successes in comparison with failures being a very small proportion. For this reason and for the further reason that our present method of disposal compares favorably in cost with the cost of an expensive plant, such as that at Seattle, the department has felt that it would be wise to await the experience obtained by San Francisco with its new municipal incinerator before committing ourselves to the construction of an expensive plant. I lately visited the new plant at the city of Portland and was very favorably impressed, both as regards its efficiency and the cost of operation; but the city of Berkeley is proposing to build a plant of this type, as I understand it, and as the Portland plant has been operating for only a few months, we think it wiser to await more extended experience in both places before advising the expenditure of a large sum of money, probably \$100,000, to construct a plant. The matter, however, is a serious and important one and must be kept in mind, as the present method of disposal is objectionable in several respects, and an incinerator is doubtless the best final solution of the problem for Oakland.

### COLLECTOR OF REVENUES.

The license inspector, by the charter framers, was placed under the jurisdiction of the Commissioner of Public Health and Safety. His work, however, brings him into contact almost entirely with the financial bureaus of the city, and this officer really should be transferred to the auditor's department.

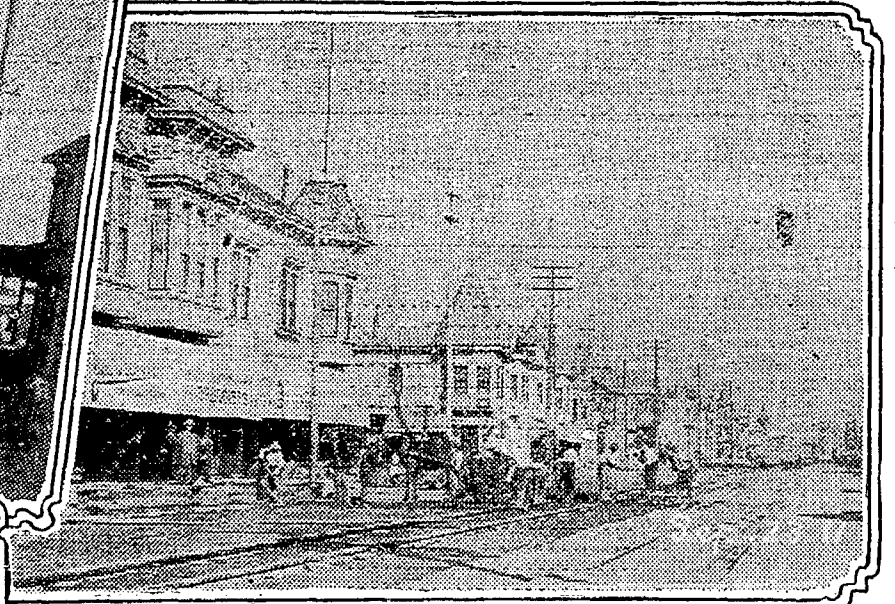
In this connection it may be well to state that the present administration of the Department of Public Health and Safety believes that this department should not be used as a means of collecting revenue. The whole idea in the administration of this department has been to enforce the law for the protection of the community and not for the purpose of obtaining income. We have not looked for additional revenues in order to conserve our funds, but have been ever alert to save, and have made savings, through proper economy. This statement is made for the reason that in some places, I have been told, certain illegitimate businesses, so-called "necessary evils," are periodically made to pay fines by using the police force at regular intervals; thus, in a way, collecting a sort of license, and this idea, as well as the use of "stool pigeons" and kindred acts, is not in harmony with good government and good service.



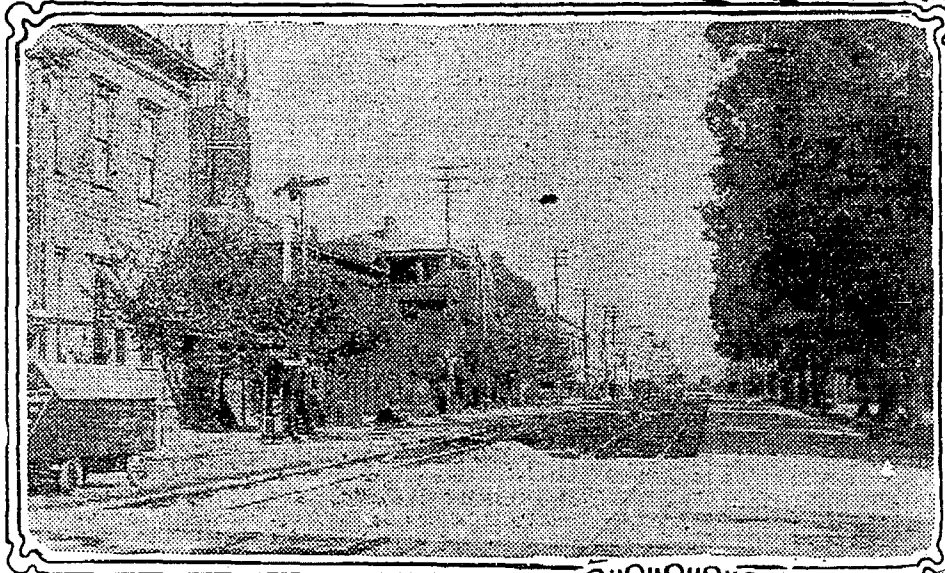
# ASPHALT PAVEMENT CONSTRUCTION IN OAKLAND



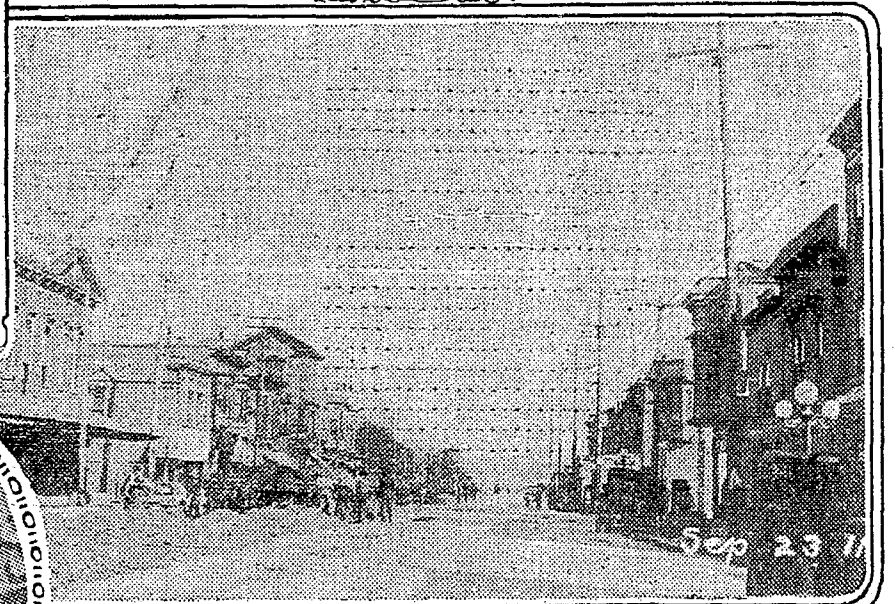
HALF •  
FINISHED STREET •



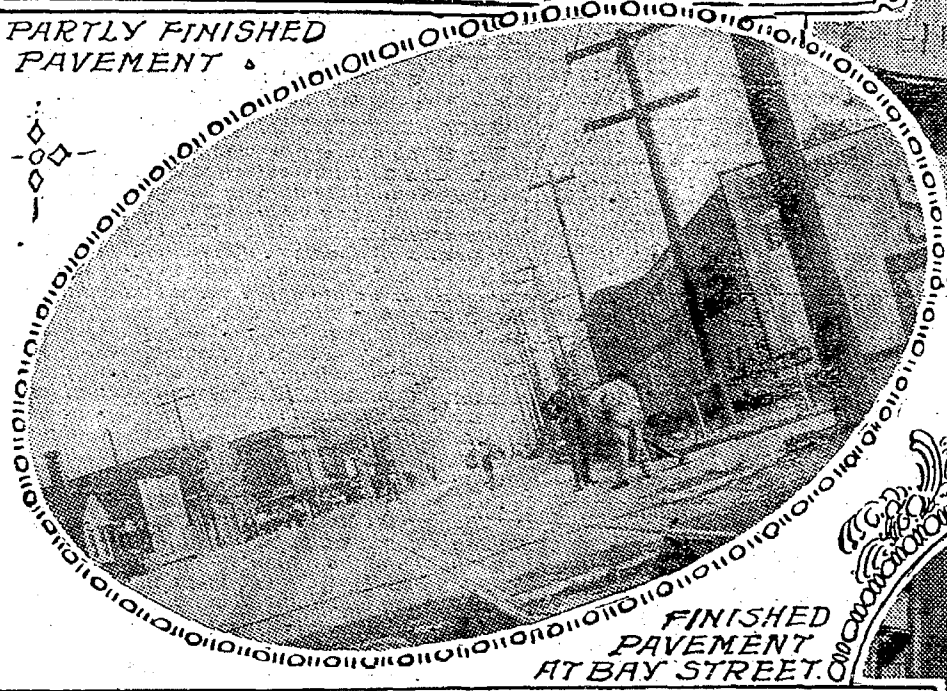
LAYING CONCRETE ON SUB GRADE •



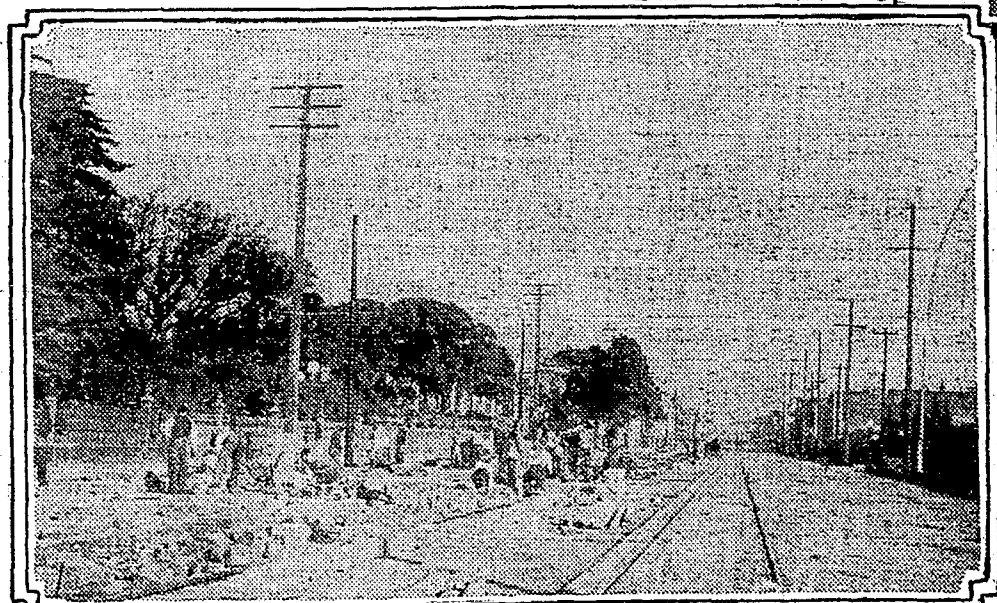
PARTLY FINISHED  
PAVEMENT •



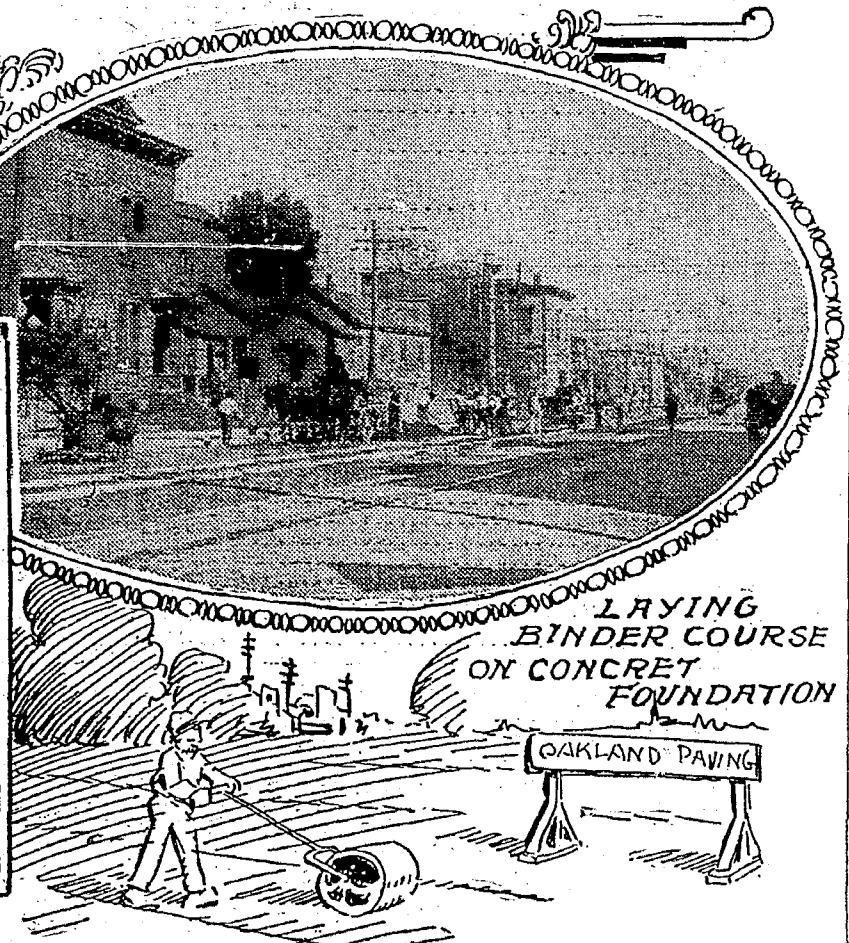
VIEW SHOWING FINISHED  
ASPHALT PAVEMENT



FINISHED  
PAVEMENT  
AT BAY STREET



• • LAYING ROCK GUTTERS  
AND RAILROAD RUNNERS • •



LAYING  
BINDER COURSE  
ON CONCRET  
FOUNDATION

OAKLAND PAVING



# ALAMEDA COUNTY BANKS

## Their Reports Show Increasing Prosperity in the Community in the Larger Volume of the Year's Deposits



ALAMEDA county contains forty-three state and national banks engaged in business. In these institutions there is invested a paid-up capital of \$18,812,174.50. In operation, the total amount to their credit being \$44,765,535.22, of which \$41,102,453 is deposits and \$3,663,082.22 is national bank notes in circulation. These banks also have a surplus and undivided profits of \$2,634,212.40. It was in the year 1907, prior to the financial panic which started in Wall street, New York, and swept

over the United States and the continent of Europe, that the previous high-water mark was reached by Oakland banks. But this year the deposits exceed those of 1907 by approximately \$3,500,000.

Of the forty-three banks doing business in the county, thirty-five are under the exclusive jurisdiction of the State Superintendent of Banks and the other eight report to the Comptroller of the Currency at Washington, D. C., being organized under the federal banking act.

### STATE BANKS.

The following tabulated statement contains a summary of the financial resources handled by each of the thirty-five state banks, being compiled from the latest official reports available. Most of these reports are brought down to July 1, 1911; others to September 1; one to November 16, and one to November 27:

Oakland.	Capital.	Surplus and Profits.	Deposits.	Total.
Oakland Bank of Savings.....	\$1,150,000.00	\$1,172,719.77	\$20,292,763.49	\$22,715,483.26
Central Savings.....	500,000.00	232,225.34	5,061,609.27	5,794,426.11
Union Savings.....	200,000.00	432,245.78	4,590,168.62	5,278,415.40
First Trust and Savings.....	300,000.00	22,275.73	2,242,539.10	2,564,814.83
Farmer and Merchant Savings.....	172,499.59	23,515.87	1,421,690.00	1,623,606.86
State Savings.....	100,000.00	165,166.20	1,144,035.02	1,410,201.22
Security Bank and Trust Co.....	154,350.00	61,592.92	942,890.54	1,198,753.56
Bank of Fruitvale.....	27,400.00	5,126.52	213,250.71	255,837.24
Children's Bank of Fruitvale.....	25,000.00	10,200.24	267,448.54	303,248.88
Harbor Bank.....	150,000.00	1,236.43	198,251.09	299,487.52
Telegraph Avenue Savings.....	24,211.55	104.20	60,214.48	94,630.18
Twenty-third Avenue.....	25,000.00	2,971.91	72,033.75	100,004.79
Elmhurst.....	25,000.00	3,024.52	33,156.90	61,181.42
Bank of Commerce.....	100,000.00	6,356.97	172,546.86	279,402.93
Bank of Germany.....	100,000.00	75,250.92	423,241.59	605,612.52
West Oakland B. & P. Co.....	25,000.00	2,556.21	113,880.81	147,437.02
Banco Popolare Italiano.....	.....	5,132.39	660,438.11	665,570.50
Elmhurst Branch Bank of San Leandro.....	.....	1,467.75	90,492.91	92,361.67
Totals.....	\$2,194,451.50	\$2,295,460.15	\$38,100,544.91	\$43,591,535.56

\*Melrose branch included.

Berkeley.	Capital.	Surplus and Undivided Profits.	Deposits.	Total.
Berkeley Bank of Savings.....	\$250,000.00	\$171,971.15	\$3,380,247.99	\$3,916,319.14
University Savings.....	100,000.00	55,574.12	406,631.18	574,205.36
Homestead Savings.....	22,932.49	14,767.16	320,078.84	422,879.49
West Berkeley.....	50,000.00	2,394.90	242,512.62	300,818.52
South Berkeley.....	50,000.00	30,212.22	358,533.13	468,746.36
Totals.....	\$552,932.49	\$289,930.62	\$4,740,004.76	\$5,682,968.87

Elsewhere in County.	Capital.	Surplus, Etc.	Deposits.	Total.
Alameda Savings.....	\$225,000.00	\$124,545.63	\$2,020,395.42	\$2,380,541.11
Bank of San Leandro.....	100,000.00	22,092.32	1,017,310.92	1,139,403.48
Bank of Centerville.....	75,000.00	10,947.21	472,281.21	558,228.52
Bank of Alameda County, Alvarado.....	65,000.00	3,377.96	504,974.68	572,452.64
Farmers and Merchants, Hayward.....	50,000.00	15,170.96	323,560.96	388,731.02
Niles State Bank.....	25,000.00	92.22	37,875.70	62,973.92
Livermore Valley Savings.....	25,000.00	14,312.25	312,394.48	351,712.73
Livermore Savings.....	25,000.00	10,722.84	312,231.75	347,904.59
Bank of Pleasanton.....	25,000.00	26,262.42	354,617.61	405,880.04
Bank of Hayward.....	25,000.00	19,955.70	264,440.31	308,496.01
Hayward Bank of Savings.....	25,000.00	3,650.00	291,084.24	319,734.24
Totals.....	\$675,000.00	\$249,451.02	\$5,911,267.28	\$6,836,518.30

### NATIONAL BANKS.

The reports of the eight national banks doing business in Alameda county, filed with the Comptroller of the Currency on September 1, 1911, make the following showing of the financial resources in each one's keeping at that date:

Oakland.	Capital.	Surplus, Etc.	Deposits.	Circulation.	Total.
First National.....	\$500,000.00	\$118,526.22	\$2,808,070.85	\$500,000.00	\$3,926,597.73
Central National.....	1,000,000.00	219,285.27	5,634,742.27	1,000,000.00	11,840,625.37
Totals.....	\$1,500,000.00	\$327,812.25	\$8,502,812.12	\$1,500,000.00	\$11,840,625.37

Berkeley.	Capital.	Surplus, Etc.	Deposits.	Circulation.	Total.
First National.....	\$300,000.00	\$30,066.39	\$2,135,103.09	\$150,000.00	\$2,675,169.48
Berkeley National.....	250,000.00	68,203.09	501,759.61	100,000.00	919,962.70
Totals.....	\$550,000.00	\$158,269.48	\$2,636,862.70	\$250,000.00	\$3,595,132.18

Elsewhere in County.	Capital.	Surplus, Etc.	Deposits.	Circulation.	Total.
Alameda National.....	\$100,000.00	\$42,000.00	\$603,000.00	\$100,000.00	\$845,000.00
First National Bank of Livermore.....	50,000.00	19,323.00	175,172.00	50,000.00	294,495.00
First National Bank of Pleasanton.....	28,850.00	.....	64,531.00	6,165.00	99,546.00
First National Bank of San Leandro.....	50,000.00	18,133.01	330,970.86	50,000.00	449,103.87
Totals.....	\$228,850.00	\$79,456.01	\$1,173,673.86	\$206,165.00	\$1,688,144.87

### RECAPITULATION.

A recapitulation of statements of all of the banks doing business in Alameda county, both state and national, makes the following showing.

Banks.	Capital.	Surplus, Etc.	Deposits and Circulation.	Total.
Oakland (state).....	\$3,194,491.50	\$2,296,400.15	\$38,100,644.91	\$43,591,535.56
Oakland (national).....	1,500,000.00	337,812.25	10,002,812.12	11,840,625.37
Berkeley (state).....	653,032.00	289,930.62	4,740,004.76	5,682,968.38
Berkeley (national).....	550,000.00	158,269.48	2,886,862.70	3,595,132.18
Elsewhere (state).....	675,800.00	249,451.02	5,911,267.28	6,836,518.30
Elsewhere (national).....	228,850.00	79,456.01	1,379,838.86	1,688,144.87
Totals.....	\$6,802,174.50	\$3,411,579.71	\$63,021,431.63	\$73,234,924.66

### INCREASE IN RESOURCES SINCE 1907.

Before the panic of 1907 the banks in Alameda county had available financial resources aggregating approximately \$60,000,000. At that time many millions of dollars of San Francisco money was lying in Oakland banks, having been transferred there by the individuals, firms and corporations who were forced by the disaster which overtook the metropolis in 1906 to seek refuge here. The inflation of Alameda county banks was, therefore, at that time unusual and unnatural. Since then the majority of the refugees having money on deposit in the local banks in 1907 have transferred their deposits to San Francisco. For all that, the foregoing recapitulation of the available financial resources of the banks in Alameda county under normal conditions show an increase over the abnormal

figures of 1907 of over \$13,340,000. Even these figures, big as they are, do not in any sense fairly represent the actual amount of capital which is being employed in Alameda county, or the increase in the wealth of its people since 1907, for many new industries have been established and operated later, whose operating capital is on deposit in the banks of San Francisco instead of being in the vaults of the financial institutions on this side of the bay, where it should be, and many citizens permanently residing on the eastern shore of the bay and engaged in business in San Francisco do most if not all of their banking also in that city. If, therefore, it were possible to ascertain the sum total of the financial resources to which Alameda county is justly entitled to credit, it would be vastly in excess of the amount shown in the preceding summary.

## Progress of Public Work in Oakland

(By HARRY S. ANDERSON,  
Commissioner of Public Works.)



UNDER the new charter the duties of councilmen are not merely legislative, but administrative and executive as well. The work assigned the various department heads is well defined. As commissioner of public works of the city of Oakland, according to the terms of the charter, I am called upon to supervise the construction of all wharves, docks, slips and quays, which duty includes the development of our western and southern waterfronts, unquestionably one of the greatest municipal waterfronts on the Pacific coast, and which in years to come, if properly developed, will bring in a revenue of millions of dollars to the city. The improvement on the western waterfront was started last April, the first step that of the building of a levee, 9000 feet long, which has been completed. Plans are now being prepared for the construction of a wharf 80x600 feet on this levee, which will accommodate freight steamers, etc.

### NEW QUAY WALL AND WHARF.

The acquisition of the Merritt property at the foot of Washington street by the city of Oakland has cleared the way for the construction of a quay wall from the foot of Myrtle street to the foot of Broadway, and when completed, the largest of vessels will be able to dock at this wall. The immense concrete pier at the foot of Livingston street, East Oakland, will be finished and ready for business within sixty days. This is the only reinforced concrete pier in San Francisco bay. My duty also includes the supervision of the construction of all public buildings in the city. The erection of the new city hall has been delayed owing to the non-arrival of steel from the east. This has just arrived and the actual work of construction has begun. The building of the new auditorium will be another structure on which active work will begin in the near future. In addition there are a number of school buildings to be erected, which will also come under my supervision.

### COST OF WORKS COVERED BY BOND ISSUE.

For all of above provision has been made by bond issue. The new auditorium will be the means of attracting conventions needing large floor space for meetings from all parts of the United States, which, owing to our excellent climatic conditions, can be held during any portion of the year. There will be nothing in the west to excel this auditorium in the way of modern conveniences and capacity. I am endeavoring as commissioner of public works to give the people of Oakland the best service possible, guarding carefully so far as in me lays the expenditure of public funds. I feel the responsibility resting on me as commissioner of public works of this great thriving municipality, and am using my best endeavors and all of my time to see to it that the people of Oakland get a square run for the money set aside for investment in these public improvements and which come under my supervision.

"Looping the loop" in Alameda means catching an up-to-date electric train going in either direction and being whisked to the mole for San Francisco, or into Oakland, in less time than it takes to tell about it. And there are 100 trains a day to "loop the loop" on.

Before many years Alameda and Oakland will be connected with a subway under Oakland harbor. The big project will cost a large amount of money, but will repay large profits in increased property values and general prosperity.

The Alaska packers have in Alameda one of the largest private shipyards on the Pacific coast. One hundred ships and steamers owned by the association are overhauled annually at this plant.

Municipal hot salt water swimming tank, to be operated at bare cost, is one of the special propositions being considered in Alameda. The hot water, now going to waste, is to be supplied by the municipal electric light plant.

Alameda is shaped like the sole of a shoe. The train loop and two street car lines bring practically every block inside the city limits to convenient distance from trains and street cars.

Alameda is an island and its area cannot be added to by opening new tracts or extending the limits. This is the finest guarantee in the world of a steady increase in realty values.

All kinds of berries and small fruits thrive exceedingly well in Alameda, growing with little or no care and yielding abundantly. A few vines in the back yard will supply a family.

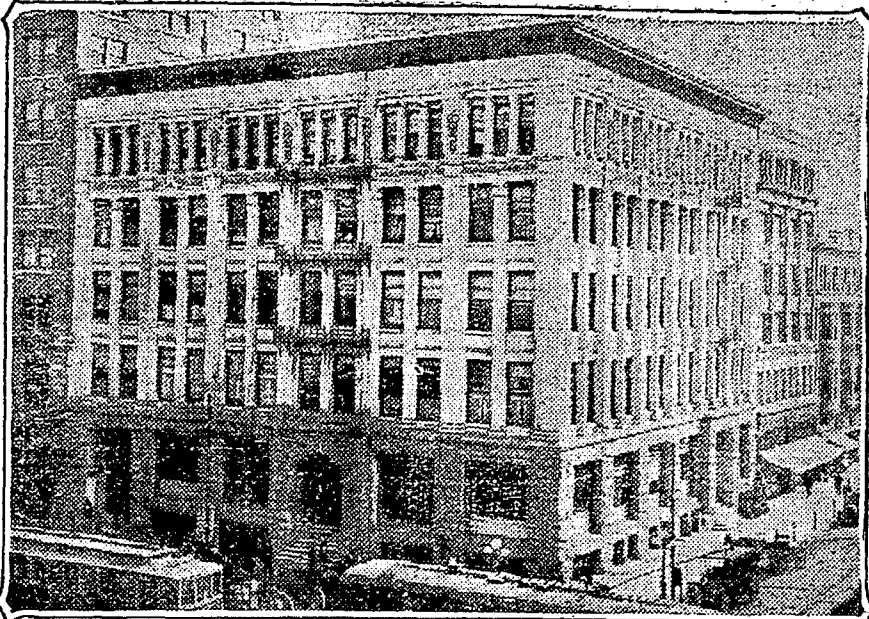
Alameda will have an all-auto fire department before the close of 1912. The city owns the first auto fire engine operated on the Pacific coast.

Surf bathing, tank swimming and hot salt water tub baths are readily available to every man, woman and child in Alameda. The city is surrounded with salt water and its bathing places are widely famous.

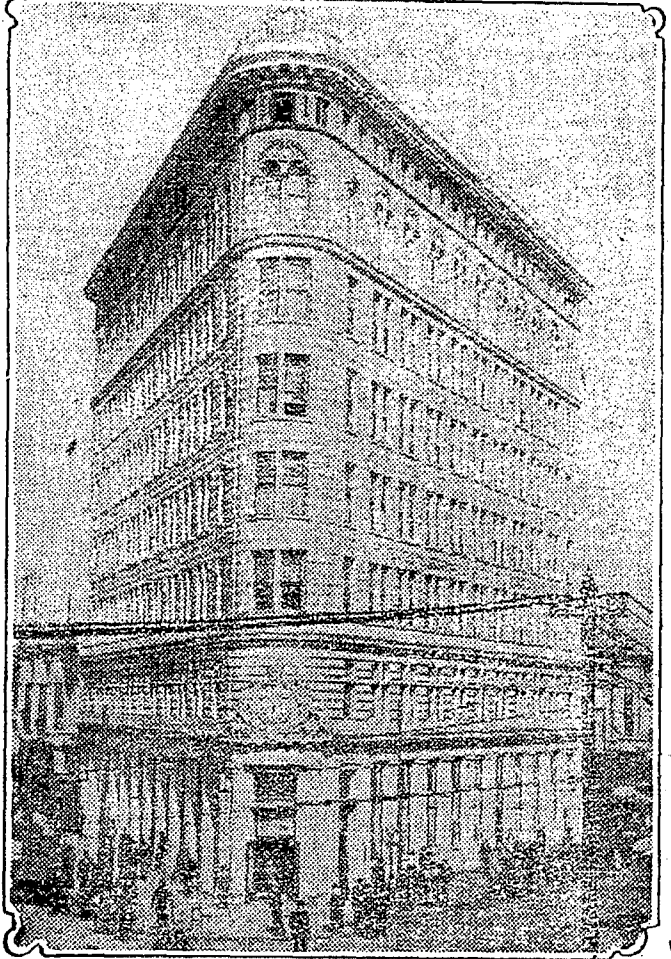
Alameda is being covered throughout the city limits with boulevard lights which turn night into day and make the streets safe, pleasant and strikingly bright at any hour a traveler may use them.



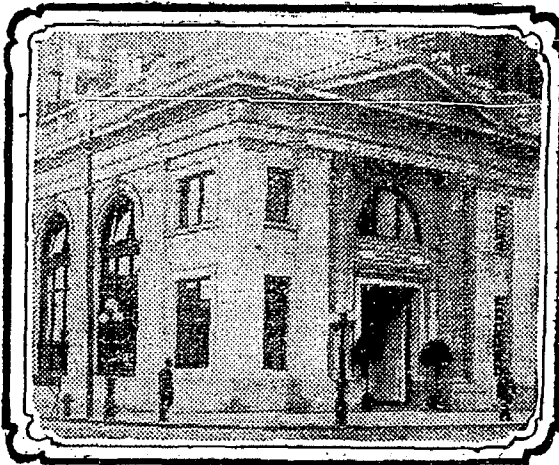
# BANK BUILDINGS IN EAST BAY SHORE CITIES



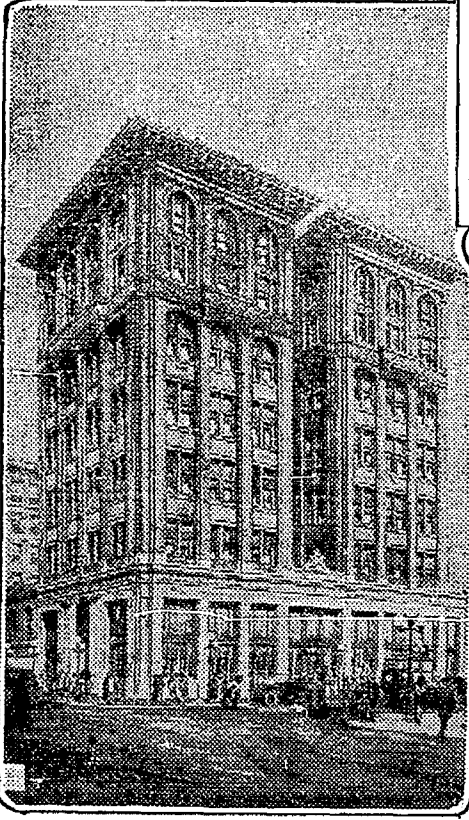
CENTRAL NATIONAL BANK  
• OAKLAND •



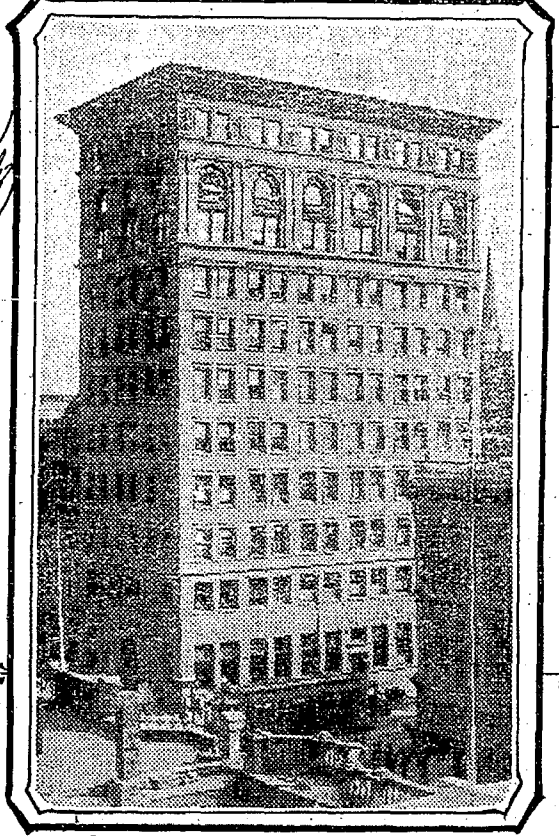
• FIRST NATIONAL BANK OF OAKLAND •



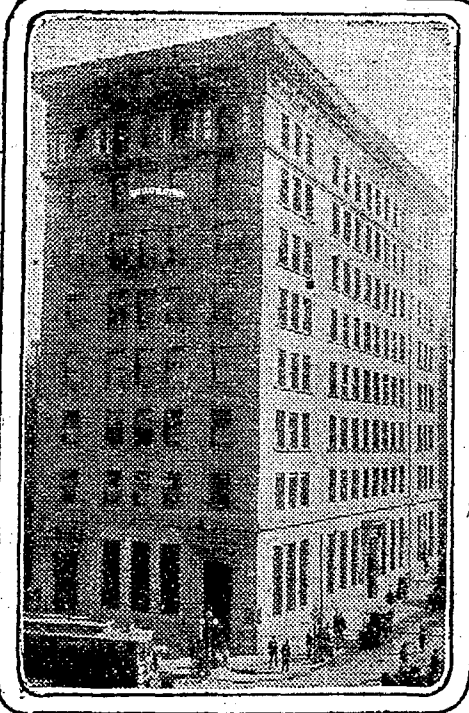
• FARMERS AND MERCHANTS  
• SAVINGS BANK •



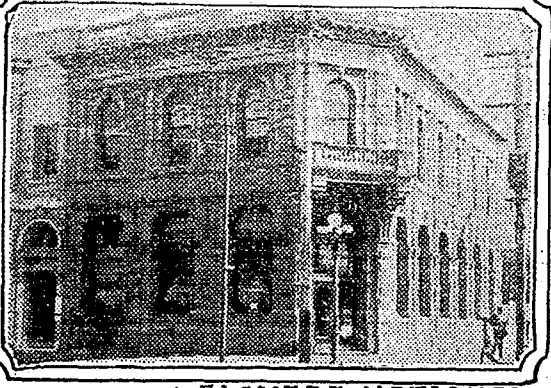
SECURITY SAVINGS BANK



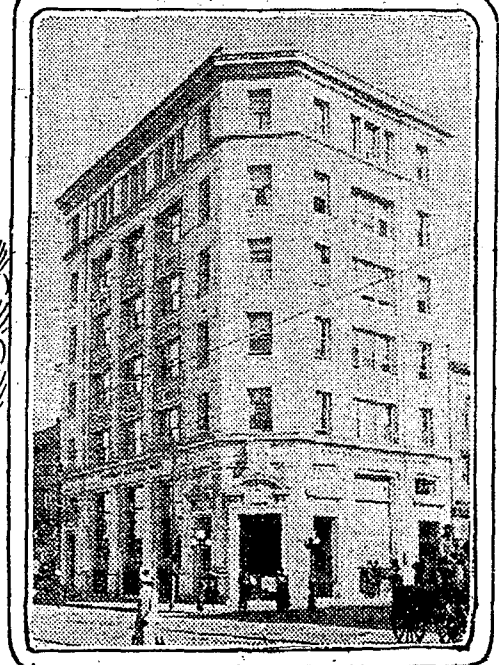
• UNION BANK OF SAVINGS •



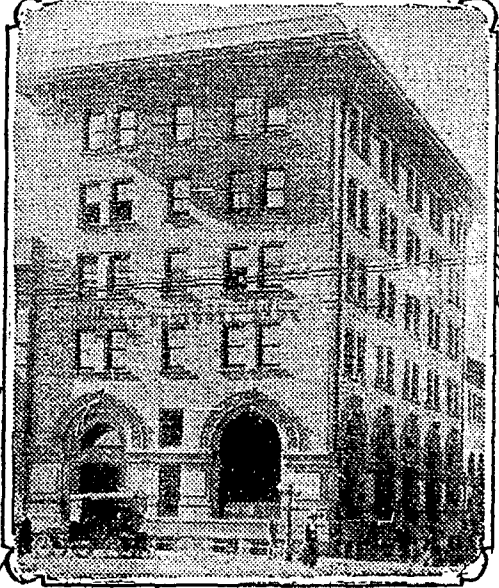
• OAKLAND SAVINGS •  
BANK



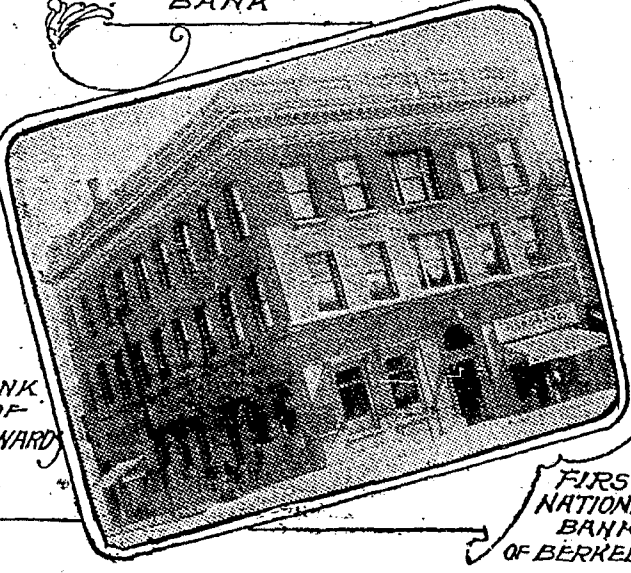
• ALAMEDA NATIONAL •



BERKELEY NATIONAL & UNIVERSITY  
SAVINGS BANK



FIRST  
NATIONAL  
BANK  
OF BERKELEY



BANK  
OF  
HAYWARD



# RICHMOND'S HARBOR DEVELOPMENTS

## Preparing to Accommodate a Large Ocean Commerce by the Time the Panama Canal Opens



THE development of a commodious inner harbor to increase the facilities for deep sea commerce at Richmond is a municipal enterprise which has been planned to be carried out in anticipation of the opening of the Panama Canal on or before 1915, and every progressive citizen hopes to see it under active headway soon. The idea is to excavate an artificial harbor in the low and marshy land inside the hills of the peninsula, at the outer base of which lies Richmond's natural water front. The latter is, however, almost entirely occupied by large industrial plants and railroad and other corporations. The commercial growth of Richmond depends, therefore, on an extension of its commercial facilities for ships engaged in the over-sea trade of the Pacific Ocean.

The inner harbor project contemplates the dredging of a channel 500 feet in width, 11,000 feet in length, and primarily with an ordinary low water depth of twenty feet, between Brooks Island, owned by the Pacific Improvement Company, and Point Potiers, the southern extremity of the Richmond peninsula, and the excavation of a basin in the low marsh at the eastern base of the peninsula, 2000 feet in length and 1500 feet in width and of corresponding depth with the artificial channel to be created to join it with deep water in the bay. The plans formed contemplate the construction of a rock retaining wall 6000 feet in length on the east side of the channel and a similar structure on the west side, 8200 feet in length to protect it from the inflow of silt. Associated with the work will be the reclamation of a large tract of land, variously estimated by engineers as embracing from 300 to 500 acres, which would be owned exclusively by the city. The retaining walls will extend from the outer rim of the marsh land within the city proper to Brooks Island and Point Potrero, from each of which the rock needed for the construction of the walls can be cheaply quarried.

### COST OF NEW HARBOR.

The cost of the construction of the two retaining walls and dredging the channel and basin is estimated by engineers M. K. Miller and H. D. Chapman at \$648,000, and for the acquisition of the land necessary for the making of the channel, \$200,000, making the total cost of the opening of the artificial harbor, \$848,000. It is assumed by the Richmond Harbor League, which has fostered the project, that the value of the new land created by the excavations of channel and harbor will in all probability counterbalance in the long run the cost of the entire improvement.

### NEW HARBOR WILL BE BIG ASSET.

It is urged, moreover, that the construction of a harbor that will bring ocean-going shipping into the very heart of the city and develop a large area of land suitable for factory sites at the edge of the sea walls will constitute an asset of enormous value to

Richmond and give a tremendous impetus to its growth.

The digging of a channel and harbor to a depth of twenty feet is regarded as an initial feature in the project. As a preliminary measure it is proposed to have the city assume a bonded indebtedness of \$500,000, the same to be used in the purchase of whatever land is necessary, and for the building of retaining walls. The Federal government is then to be asked to dig a twenty-foot channel between these walls as a start, then later to appropriate money to dredge it to a depth of thirty feet. The United States army engineers have inspected the site and have virtually given assurance that government aid will be extended in the development of the project, provided the city does its share. A congressional appropriation has been made for a survey of the new harbor site by the army engineers.

### HOW PRESENT WATER FRONT IS OCCUPIED.

With the outer harbor now pretty well taken up by the Santa Fe terminal, the Contra Costa Land and Dock Company, the San Pablo quarries, the California Wine Association's plant, the can factory, the whale oil works, the Los Angeles Pressed Brick works, and other plants (all of which have piers and wharves), and the extensive wharves and warehouses of the Richmond belt railroad, there will be an immediate demand for the new wharfage created by the inner harbor.

Several representatives of large European shipping concerns have visited Richmond to look over its water front generally and to inspect the possibilities of the inner harbor specially. They have all endorsed the enterprise in terms of the highest praise and uniformly expressed the belief that Richmond should greatly benefit from it and the opening of the Panama Canal. It is said that the North German Lloyd Company is interested in one company that has control of a section of the outer water-front.

E. Manning Lewis, shipping commissioner of the city of Bristol, who came out here to aid his city in building up canal shipping at Pacific Coast ports, recently inspected Richmond's water-front and pronounced it excellent and asserted that the inner harbor would bring great shipping development if built along the lines mapped out.

On the western water-front (that is the natural shore line) there are at some points a depth of sixty feet at the banks where a ship may moor in water as still as a millpond. At other points, it has been found necessary to wharf out to reach deep water. The Standard Oil Company's long wharf extends a considerable distance into the bay to accommodate shipping employed in the deep sea carrying trade, and the Santa Fe railroad Company is now building a pier 1000 feet long, at which shipping engaged in the Oriental trade may moor and load and discharge cargoes.

## Unitarian Society's Development in Oakland

THE FIRST UNITARIAN CHURCH OF OAKLAND.  
(By REV. WILLIAM DAY SIMONDS, Pastor.)

The First Unitarian Society of Oakland, California, was organized January 16, 1887, under the inspiring leadership of Rev. Charles W. Wendte, who was elected first minister of the society. September 6, 1891, our beautiful church building was dedicated with appropriate ceremonies, Rev. M. J. Savage preaching the dedication sermon.

Mr. Wendte remained in the untiring ministry of the church until the fall of 1897. Following his retirement the Rev. Theodore C. Williams, Rev. J. T. Sunderland, Rev. Benjamin Fay Mills, Rev. George W. Stone, and the Rev. W. M. Jones served the church ably and faithfully in the pastoral office. September 1, 1907, Rev. W. D. Simonds, having accepted a unanimous call, conducted his first service as minister of the church. January 26, 1908, Mr. Simonds was regularly installed according to Congregational usage, the Rev. Charles W. Wendte, founder of the church, preaching the installation sermon.

The Unitarian Church is often called the creedless church, and the denomination is known as the non-sectarian sect. The reason for this unusual characterization is found in the fact that Unitarians every-

where emphasize life rather than belief, and hold that an honest effort to live a clean moral life, is sufficient qualification for church membership. Not alone the right, but the solemn duty of untrammelled thought in religion, as in other departments of human life, is a fundamental tenet of the Unitarian Church.

Not large in numbers as compared with the great historic churches, the influence of Unitarianism upon the development of American life is gratefully acknowledged by candid writers of all schools.

The work of the First Unitarian Church of Oakland under the leadership of its present minister, now serving his fifth year, has been steadily and progressively prosperous. Avoiding sensational methods, and spectacular appeals, the society is quietly and effectively doing a most necessary work in this community. In addition to the usual maintenance of Sunday services, the church is actively engaged in educational and benevolent work, and supports a social center for the liberal young people of the city.

About four hundred persons are directly connected with the congregation and many more are occasional attendants and contributors. Sunday, January 21, the church will celebrate with appropriate services, the twenty-fifth anniversary of its organization.

# MODERN BANK AND OFFICE BUILDING

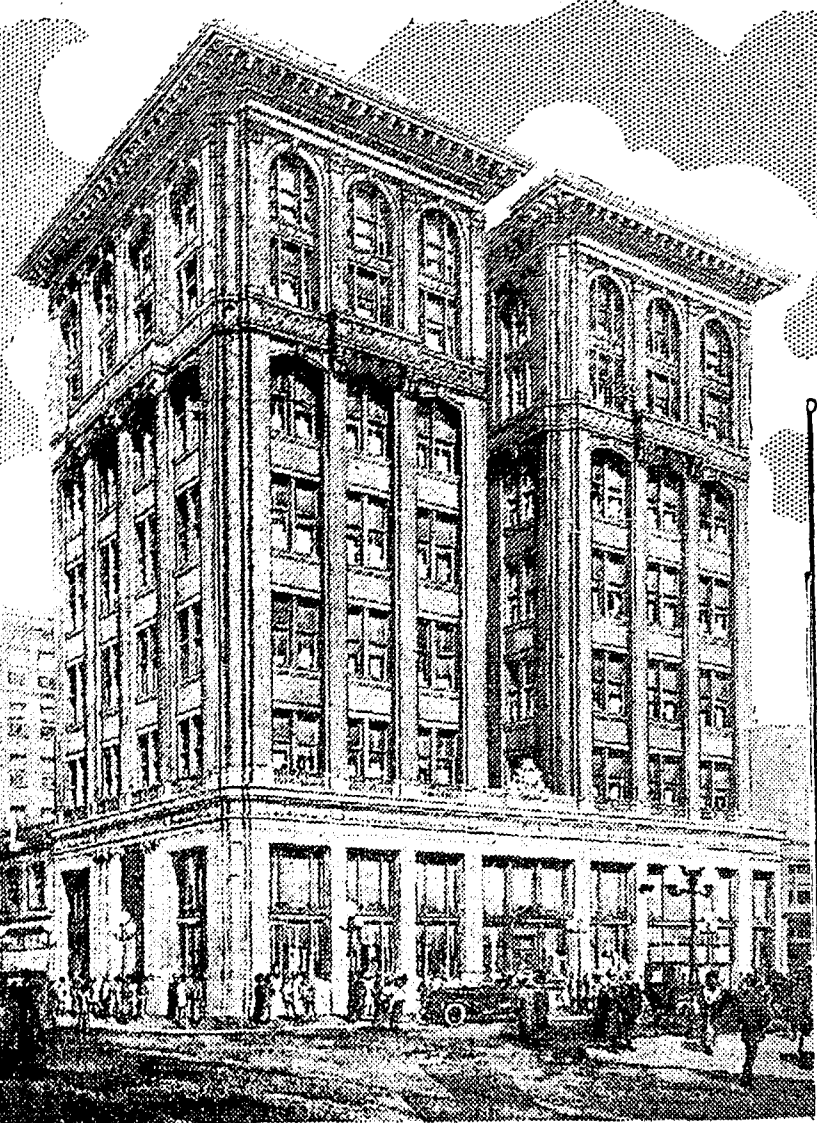
ERECTED BY  
The SECURITY AND TRUST  
BANK AND TRUST CO.  
COR. 11TH & BROADWAY

We will occupy this new building about May 1, giving us one of the best banking buildings on the Coast. Every improvement and convenience will be installed. A splendid Safe Deposit department, offering the fullest security will be put in.

Banking in All Its Branches  
Commercial and Savings

H. C. Capwell, President. Chas. A. Smith, Cashier.  
A. D. Wilson, Vice-President. L. A. Winston, Asst. Cashier.  
J. R. Westdahl, Asst. Cashier.

We Pay 4% on Savings Deposits





# The Oakland Bank of Savings

ESTABLISHED - - - 1867

COMMERCIAL, SAVINGS and TRUST



CAPITAL and SURPLUS - - - - \$ 2,106,000.00  
DEPOSITS, Over - - - - - 21,000,000.00

## OFFICERS

W. W. GARTHWAITE, President  
W. B. DUNNING, Vice-President  
HENRY ROGERS, Vice-President

J. Y. ECCLESTON, Sec. and Cashier  
SAMUEL BRECK, Assistant Cashier  
F. A. ALLARDT, Assistant Cashier

LESLIE F. RICE, Assistant Cashier  
J. A. THOMSON, Assistant Secretary  
A. E. CALDWELL, Assistant Secretary

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# OAKLAND'S EDUCATIONAL NEEDS

## An Expert Educator's Views of What is Wanted to Raise the Standard of Our Schools

By MISS ANNIE FLORENCE BROWN,  
Member of School Board.



OAKLAND has already made an effort to embody in her regular school department the kindergarten system, as courses for children below the primary grades have been introduced in several of the elementary schools. We hope to perfect our plan by establishing kindergarten departments in every part of our city. Educators have shown that children should be under proper supervision between the years of 4 and 6, and as the remainder of their education is in the hands of the public school department there is no reason why these first ten years should be spent in private institutions. Early in the child's training it can be taught to work in the school gardens. This will not only enable it to spend much time in the open air, but will awaken in it an interest in agriculture, which subject has not been heretofore well developed in our curriculum. Another step in educational advancement which has not yet been introduced into our school system is that of the intermediate high school. It is in connection with this new institution that "vocational guidance" will find its most fitting sphere.

There are four of the topics that are now demanding the attention of educators. I will confine myself wholly to the discussion of the last two subjects.

### INTERMEDIATE HIGH SCHOOL COURSE.

Much time is now wasted in the seventh and eighth grades of our grammar schools, as unnecessary subjects are introduced apparently for the purpose of filling in the pupil's time. It is just these years that are invaluable for beginning certain studies, such as the languages and industrial education. The first year of the high school course, the ninth year, is in many respects most difficult for the pupil. The chief reason for this is the existence of the gap between the high school and the grammar school. One of the important arguments in favor of the intermediate high school is that it will bridge this gap. The segregation of the seventh, eighth and ninth grades into a separate school will of necessity remove pupils from our elementary schools and thus make more room for others.

### TEACHING LANGUAGES.

The subjects taught in these schools should be of such a nature that they would not only prepare pupils for institutions of higher learning, but also equip them for their life's work in other fields than those of the professions. These subjects should include the languages, both ancient and modern, as children of the age of 11 and 12 grasp the elements of a language much more readily than those of maturer years. By this means pupils may have six years of a language by the time they have completed their high school

course. This will be especially helpful in the study of modern languages, as it will enable pupils to have not only a speaking knowledge, but also some acquaintance with the literature of at least one more language than their mother tongue. In this regard we can learn from Europe, where all educated persons speak at least four different languages. This is due to the fact that the study of languages is begun at the same time a child enters school. Would it not be well for us to offer to our pupils a speaking knowledge of at least two languages?

### MANUAL TRAINING AND DOMESTIC SCIENCE.

There are many advantages in beginning at an early age other subjects, such as history, English and the sciences. But perhaps manual training and domestic science are subjects which at the present time are demanding our attention more than some of the aforementioned studies.

These two subjects are particularly necessary for the complete development of our youth. Manual training is of value to all boys, not only to those who wish to use it as a means of livelihood, but also to those who wish to enter a profession. Manual training is a necessary adjunct to a complete education, first, because nothing will so firmly implant in the minds of our American youth the proper respect for skilled labor as knowing from actual experience the difficulty of its accomplishment; second, because it develops accuracy of observation; third, because it teaches the use of the hands in conjunction with the mind; fourth, because it inspires creative ideas which often result in new discoveries and inventions.

This work applies particularly to our boys; it is the purpose of domestic science to accomplish for our girls what manual training will do for our boys. An important problem of modern civilization is that of the proper management of the home. It is through domestic science that this can adequately be taught to our young women. In this course a thorough knowledge of cooking and domestic chemistry can be obtained; in addition to these can be taught sanitation, and even the artistic arrangement of the home. In connection with a woman's household duties needlecraft holds an important place. Here also she feels the necessity for a thorough knowledge of textiles, the proper combination of colors that produce a harmonious and pleasing effect. Through this training our girls are early taught the lesson of household economy. If through the intermediate high school we can succeed in accomplishing the above result their existence will have proved worth while.

Here on the Pacific coast no systematic work has yet been done in regard to directing these unskilled young laborers into their proper channel of work.

### VOCATIONAL GUIDANCE.

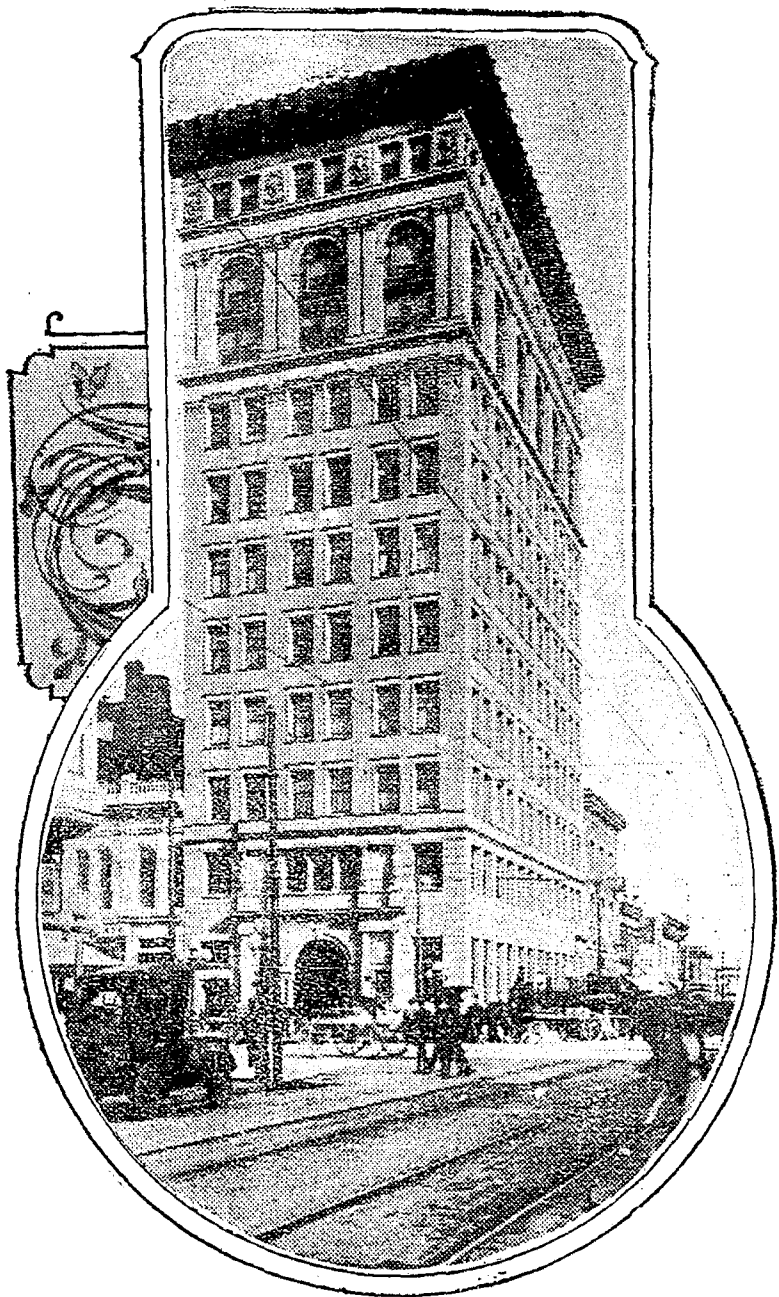
Therefore, in the intermediate high school we find

the most suitable field for the introduction of this new educational movement known as "Vocational Guidance." This work has been carried on with marked success in Boston by Meyer Bloomfield. The aim of this movement is not that of a mere employment bureau, but rather the directing of a pupil into that line of work for which he is best fitted by nature and inclination. To be a successful vocational counselor one must possess not only a knowledge of the psychology of children, an acquaintance with their environment, but also a complete understanding of the industrial and commercial interests of his city. It is the duty of this official to keep in touch with the industries, to know their demands and their perspective vacancies and economic changes. He must also fully understand the aptitude of each child and intelligently direct him into his proper vocation. This will work advantageously in two directions—to the employer in providing him with more skilled laborers, to the employee in finding for him his proper sphere of labor. In order to be of the greatest benefit to the pupil this system should be introduced at that period when the student is attending the intermediate high school.

### INTERMEDIATE HIGH SCHOOL.

The establishment of four or five intermediate high schools will benefit Oakland in a number of ways. First, it will prove beneficial from an economical aspect for the segregation of seventh, eighth and ninth grade pupils into separate institutions will make room for more grammar grade pupils, which our increasing population demands. It will also lessen the number of teachers necessary to teach these special subjects and will enable us to employ more efficient instructors. From a social standpoint it also has its advantages, for nothing will so soon create a thoroughly democratic and wholesome spirit as the combining of various classes of children from the different walks of life. These institutions, like our more advanced high schools, should be the true representation of American democracy. From an educational standpoint the establishment of intermediate high schools is invaluable, for much time that is now wasted in the higher grades of our grammar schools will be spent to better advantage in the study of the languages and industrial education, especially when directed by the important factor of "vocational guidance." For those who wish to continue their education in the high school there will not be that sudden change between the elementary and secondary schools; in fact, a better articulation will be brought about between these two institutions.

This advanced movement of establishing lower high schools has proved successful in a number of Eastern cities, in Los Angeles and in Berkeley. Why should it not have the same effect in Oakland, where our conditions are much the same? If we would maintain the reputation of this city as an educational center we must not be the last in the march of progress.



## Union Savings Bank

13TH AND BROADWAY STREETS,  
OAKLAND, CAL.

COMMERCIAL AND SAVINGS

### U. S. Depository Postal Savings

Capital, Fully Paid ..... \$300,000.00  
Surplus and Undivided Profits ..... 593,011.36

### Officers:

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Victor H. Metcalf  
Vice-Pres. & Mgr.

Chas. T. Rodolph  
Vice-Pres. & Asst. Mgr.

A. E. H. Cramer  
Cashier

L. E. Boardman  
Assistant Cashier

C. F. Gorman  
Assistant Cashier

### Directors:

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Charles T. Rodolph, Percie C. Black,  
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4% Interest Paid on Savings Deposits



# Central National Bank of Oakland and the Central Savings Bank of Oakland

Affiliated Institutions



Capital, Surplus and Undi-  
vided Profits .....\$ 2,046,000.00  
Total Resources .....\$15,500,000.00

Accounts of banks, firms and individ-  
uals solicited.

Interest paid on Savings Accounts.

The largest and finest Safe Deposit  
Vaults in Oakland.

**Boxes** \$4 per year  
and up

Total gain in combined assets since  
July 1, 1909, \$7,184,320.88.

**14th and Broadway**

## Farm Methods of Europe and America

In a general discussion of the relations of agriculture to the nation's welfare Howard H. Gross, president of the National Soil Fertility League, describes forcibly European and American methods and natural resources.

"Fifty years ago," says Mr. Gross, "with tens of millions of acres of fertile land unoccupied, the need was for people to come in and possess it. Population was needed, or at least that was the supposition. The invitation said that 'Uncle Sam was rich enough to give us all a farm.' Farming has always been and always will be the world's greatest industry. It is so with us, but American farming was left practically to care for itself. There was plenty of land, and if certain fields or farms should lose the power to produce satisfactory crops, why, the remedy was to sell them for what they would bring or abandon them and go further west and get a better farm for little or nothing. This practice in two or three generations exhausted immense acres right at the very door of the markets.

"Now the land in the west is practically all occupied. We must face about and stop depleting the soil and build up the damage that has already been done. While the Mississippi basin will always hold the first place in agriculture, it is my opinion, all things considered, that the opportunities offered in the east and southeast are from a financial standpoint more attractive to the young and the ambitious farmer. The worn, depleted farms that lie close to the markets can be had for little more than the cost of the improvements, and in them are golden opportunities for young or middle aged men with brains and industry. By improved tillage, better seed, crop rotation and fertilization in a few years these farms will respond with substantial yields and may be made to grow better and better from year to year. It takes no prophet to see in these lands at \$15 to \$30 an acre an increase of 300 per cent to 500 per cent within ten or a dozen years.

"The two contributing causes for this advancement will be scientific agriculture and good roads.

"Figures taken from official sources will be interesting in this connection. The average wheat yield for the United States for ten years is a little over 14 bushels an acre, while in Europe upon lands that were in cultivation many centuries before our sod was turned the wheat averages are 28 bushels in Germany, 32 in England, 40 in Denmark. It is not uncommon to have yields of 60 bushels or more in France and Italy. Why? Simply because of better preparation of the seed bed, more perfect drainage, more careful seed selection, deep tilling and fertilization.

"About twenty-five years ago Germany began a system to further build up her agriculture and since that time she has raised the average yield on the six principal crops about 35 per cent. It is now fully twice our average.

"The United States experiment station at Wooster, Ohio, cultivated wheat systematically for thirteen years, many varieties. The lowest yield was 26 bush-

els an acre and the highest over 45, with an average of about 35 bushels. The corn average for the whole country was about 25½ bushels an acre, while the experiment stations are getting about 100 bushels.

"James J. Hill and William C. Brown, heads of two great railroads, say that with proper preparation of the seed bed, using the best seed and more intelligent cultivation, the farm yield can be doubled and all this with very little extra work or expense.

"A doubling of the yield will more than double the profits, even if prices should somewhat sag. With a hungry world abroad and enormously growing population at home there is no danger whatever of overproduction.

"In passing permit the writer to say that the best products of our country are not the wheat, corn or oats or hogs and cattle, but rather the boys and girls in the farm home. To make them happy, contented and eager to take up agriculture as a life business is a question of tremendous importance."

California is a universal sanatorium. The climate of the coast is invigorating, stimulating, and delightful, neither hot nor cold; the laborer knows no fatigue except from physical exhaustion resulting from overtaxed muscles. The brain-worker yields only to mid-summer, the temperature is higher, and there is discomfort at times while working in the harvest fields and at the desk and behind the counter. But the dryness of the air robs the thermometer of its terror. Sunstroke is unknown. It is the common experience of persons coming into almost any part of the state that they increase in weight and strength, are less troubled with nervous affections, sleep and eat well, and improve in health, if ailing from any cause, writes Mr. Chipman.

There has been a movement on foot in Russia to build a canal, with a depth of 14 feet, between the Black Sea and the Baltic, utilizing some 300 miles of the bed of the West Dwina and a thousand miles of the bed of the Dniester. The estimated cost is \$150,000,000.

Notable events of the year were the opening of the Pennsylvania terminals and tunnels at New York and of the handsome terminal of the Chicago & Northwestern at Chicago. Great progress has been made with the Grand Central terminal of the New York Central Railroad at New York. The excavation is nearly completed, and the greater part of the steel work of the station building has been erected. This terminal, with its total area of 69.8 acres, is equal in area to the four next largest terminals of the world, combined.

In spite of predictions to the contrary, the weight and size of American locomotives, and, to a less degree, of foreign locomotives, continue to increase. Today, in the huge engines built for the Santa Fe Railroad, we surely have reached the limit. A passenger locomotive for hauling fast passenger trains weighs 188 tons without the tender. The Santa Fe Mallet freight locomotive, with 24 wheels, 20 of which are drivers, weighs 308 tons, and with the tender, 425 tons, its length over all being 120½ feet.

## Postoffice Business Shows City's Growth



OAKLAND'S steady growth in population and general business is shown in the year's work of the postoffice. Postmaster Paul Schafer draws out this fact clearly in the following comparative statement of the business transacted in the Oakland postoffice during the calendar years 1910 and 1911.

### GROSS RECEIPTS.

January 1 to December 31, 1911.....\$386,435.34  
January 1 to December 31, 1910.....377,032.16

1911 increase .....\$ 9,403.18  
Number of money orders issued and paid and amount of same:

	Number Issued.	Amount.
1911 .....	164,024	\$1,805,976.23
1910 .....	158,530	1,622,996.95

	Number Paid.	Amount.
Increase .....	5,494	\$ 182,979.28
1911 .....	138,636	\$1,570,951.68
1910 .....	116,414	1,230,121.24

Increase .....	22,222	\$ 340,830.44
Year 1911 .....	Number of pieces of mail received for registration:	
Year 1910 .....	101,454	93,813

	Pouches.	Sacks.
1911 .....	51,888	92,182
1910 .....	50,342	91,022

livery.  
Year 1911 .....110,662  
Year 1910 .....94,184

Increase .....16,478

Number of special delivery letters and packages received for delivery and also received for dispatch:

	Received for Delivery.	Dispatched.
1911 .....	59,819	34,812
1910 .....	55,147	32,872

Increase .....4,672 1,940

	Letters.	Packages.	Totals.
1911 .....	23,073,292	5,739,450	28,812,742
1910 .....	22,074,000	5,103,300	27,177,300

Increase ..... 99,292 636,150 1,635,442

	Pouches.	Sacks.
1911 .....	53,442	96,717
1910 .....	50,957	91,719

Increase ..... 2,485 4,993

Increase ..... 1,546 1,160

Increase ..... 7,636  
Number of pieces of registered mail received for delivery.



# SAN FRANCISCO'S NEW MAYOR

## Forming Enthusiastically Broad Plans for the Panama-Pacific Exposition and the Good of the Metropolis



MAYOR JAMES ROLPH Jr. has begun his period of self-sacrifice for San Francisco. Putting aside, for the most part, his business interests at the very zenith of his mercantile career and just as the greatest opportunities the western commercial world has ever enjoyed are at his feet; giving up many of the pleasant hours usually spent with his family, denying himself the pleasures and the indulgence in some of the hobbies that every man holds dear, the new chief executive of the exposition city has entered upon an arduous task with a more than patriotic spirit. It is a fine thing to be chosen as mayor of a great metropolis. It is, and ever has been, a source of joy and inspiration for a man to serve others in the performance of some great duty, and the consciousness that they had some great duty to perform have led our best and bravest to forsake all for a cause. For once the office has sought the men, and not man the office. For once there have been no promises of political preferment; there are no pledges to individuals to be fulfilled. For James Rolph Jr. is not a politician. If he were he would not have told me what he did, nor say as he does, and proudly, too: "I have no enemies to punish, and the only friend I have to reward is San Francisco."

### ROLPH IS A BUSY MAN.

The new mayor is a very busy man. He is the easiest executive we ever had for an ordinary citizen to consult and at the same time the most difficult. He is perfectly willing to see every man who asks for him; but his ability to do so is necessarily limited to the hours of the day. And so it was only after some considerable delay that it was possible to have a brief quarter-hour chat with him, and then there was a pricking of conscience at the necessity for taking that much of his time when at 4 o'clock in the afternoon one learned that he had not yet had time to open his personal mail.

"I am really sorry to have had to keep you waiting," he began, and it would be hard indeed to figure up how many times he must have had to repeat the sentence to other callers. The room outside was crowded with waiting people at the moment; but most of them were in search of positions under the new administration.

### OVERRUN BY JOB CHASERS.

"When I left here the other evening," said the mayor when the matter was spoken of, "there were no less than twenty of them waiting for a personal conference. I knew what they all wanted, so I threw up my hands over my head and said to them, 'Now, I am not making any appointments for the present, if that is what you want to see me about. You can file your applications and I will be glad to see you another time. Of course, if you must see me I'll wait and talk to each of you, but if it's about employment I warn you you'll not get the job if you insist on a personal interview.' This seemed to satisfy them, and they left."

"How many applications have you had for positions under the administration?" I inquired.

"I should say about 700 or 800, and I had only about nine or ten places to be filled." This was said regretfully as though he would have liked to have found work for all the deserving ones who came.

### ROLPH'S EXPOSITION IDEAS.

The Panama-Pacific International Exposition, which means so much to San Francisco and the entire Pacific slope, and the plans and preparations for which, on the part of the mayor, will entail such an enormous amount of work and involve such a tremendous responsibility, was the subject uppermost in the mind of Mr. Rolph, and he soon touched upon it, in speaking of the three chief planks in the platform he had adopted, and which formed the most important part of his inaugural message.

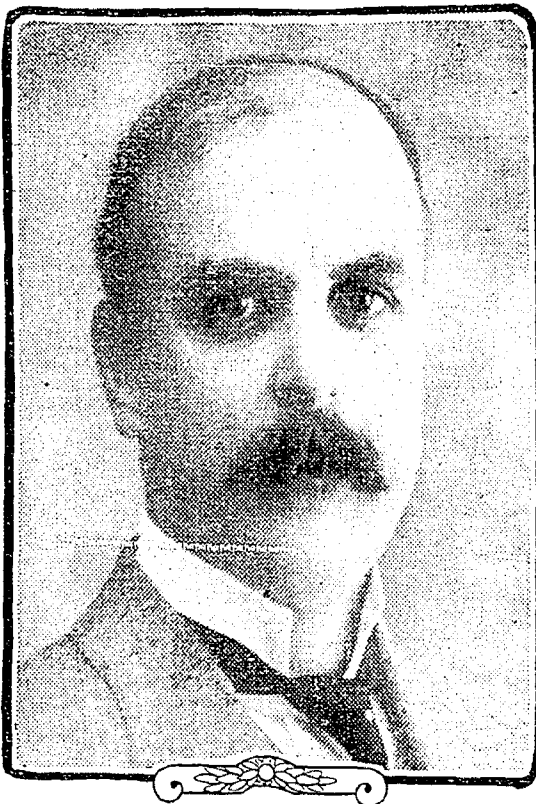
"The new city hall, the purchase of the Spring Valley properties and the improvement of street car transportation are the three things that I am most interested in right now," continued the mayor. "I see no good reason why the city hall cannot be ready by the opening of the Panama-Pacific Exposition. It should be built at a cost of from \$4,000,000 to \$5,000,000; and, I think, should be located at the civic center. It is now planned to have a group of buildings at that point. There would be, beside the city hall, an opera house, an auditorium, an art gallery and the free public library. Work on the new city hall could be begun almost immediately, and I think the greater part of the structural material could be bought right here. As you know, I am urging this measure and advocating it as earnestly as I can. I am also in favor of purchasing the properties of the Spring Valley Water Company at a fair valuation, and I am anxious that San Francisco shall have a modern and up-to-date street car system. I believe that there should be improvements in the service already ours and that the municipal lines should be developed to the greatest possible efficiency."

### FAVORS A BONDED ESPLANADE.

"It is also important for the city to have better roads. I am in favor of constructing an esplanade along the ocean beach through the issuance of bonds. This could be made world famous, and would be one of the most talked of features of our city. It is also essential that we improve the roads in our outlying districts. These include the Sloat boulevard, Ocean avenue, Onondaga avenue, Mission road, San Bruno road, Railroad avenue and Army street. Of course the streets all over the city are in need of repair. We must clean up our house before the fair time arrives."

Although the present administration has only taken office within a few days, and from the usual standpoint, would scarcely be ready as yet to get down to business, the fact must be taken into consideration that this is an unusual administration. For more than three months before Rolph was inducted into office as Mayor he had been engaged in getting ready to do the city's business. For many weeks the new supervisors have been consulting together. The various committees were formed sixty days before their duties began, and the Mayor has been enabled to judge well of the material which has been given him to aid in running the affairs of the city.

"The supervisors are a fine body of men; all of them live wires," was the way Rolph put it. "I believe we



JAMES ROLPH, JR.,  
San Francisco's New Mayor.

are entering upon an era of great prosperity. Our business interests are already feeling the effects of good times ahead, and few seem to have even a conception of what the opening of the Panama canal really means to us. I not only believe that we are going to have a greater and better city, but I believe that the 1915 fair will be of such a nature that we will become world famous, and that, with all pulling together, and by and through the exposition and the canal, we will occupy a proud position on the earth."

### QUESTION OF APPOINTMENTS.

There has been an unwritten law among previous mayors that the various commissions were their legit-

imate spoil, and that as soon as they had taken their seats as the head and generalissimo of the affairs of San Francisco they could control all the departments of the municipal government by appointing their own men on the governing board. Happily Mr. Rolph has another view. Recently the courts have decided that the high-handed methods of removing officials has been unlawful, when they were not given a trial; but the present mayor does not intend to bring charges against a public officer unless he is convinced of his unfitness for duty. And so there is to be no havoc wrought on the police board, and therefore the inference is drawn, neither among the park and playground commissions and the various other governing bodies.

"I intend to abide by the strict provisions of the charter," declared Mr. Rolph. "I will not show any favoritism. If a man is not doing his duty or has not done his duty, or if he is in some manner unfit to administer the affairs of his office, charges will be brought against him; but I do not intend to attempt to remove commissioners who have been appointed for four years just because I have not placed them in the positions they hold."

### BUSY TIMES AHEAD FOR MAYOR.

Mr. Rolph is destined to be the busiest mayor San Francisco has ever had. His duties as host for the exposition with the accompanying round of social activity, his work as mayor of a city in which there are a whole legion of things necessary to be done, and the private interests that are his by reason of the painstaking labor of years, will make big demands on his time. For four years he will belong to the people of San Francisco. He must put aside his personal desires in favor of the performance of the people's work, and he has resolved to do it faithfully.

The firm of Hind, Rolph & Co., of which he is the junior partner, and the Mission bank, of which he has been president, will see but little of him. Reference was made to this at the brief interview as it was being brought to a close.

"You haven't any time to devote to your business these days," was said.

"No; don't speak of it," he responded, wistfully, as he went on to tell of a new line of steamers which his company is to control when the Panama canal opens. The mayor is enthusiastic about the "Big Ditch." "It will be ready in a little more than a year, too," he concluded.

True, and in less than three short years the great exposition to celebrate this greatest engineering achievement will be ready for the admiration of the world. Between now and then James Rolph, Jr. will be put upon his mettle. But he is in the prime of manhood. He is vigorous, strong and aggressive. He has sacrificed much to serve, and our prophesy is that he will triumph gloriously.

# Harbor Bank

Commercial and Savings  
Resources \$360,000

## Announcement

Monday, January 22nd, will be the Opening Day in our new location, Franklin at Twelfth street. You are invited to call and inspect our elegant Banking rooms and modern Safe Deposit Vaults.

President	Vice-Presidents	Cashier and Secretary	Attorney
W. R. Pigg	A. Kendall A. G. Taft	C. C. Spaulding Assistant Cashier P. G. Jacobus Jr.	Hon. Geo. E. Samuels

### DIRECTORS

W. R. Pigg	C. A. Young	H. C. Spaulding
A. Kendall	C. C. Spaulding	P. G. Jacobus Jr.
A. G. Taft	J. J. McDonald	T. P. Frost
Emil Lehnhardt		Geo. E. Samuels



# First National Bank

OAKLAND

(Established 1875)

Oldest National Bank in Alameda county.

United States and Postal Savings Bank Depository.

Capital and Surplus .....\$600,000.00

Safe Deposit Department.

## OFFICERS:

P. E. BOWLES .....President

L. G. BURPEE, L. C. MOREHOUSE

Vice-Presidents

E. N. WALTER .....Cashier

S. H. KITTO, C. N. WALTER,

I. H. SANBORN...Assistant Cashiers

P. E. BOWLES

L. C. MOREHOUSE

G. D. METCALF

## DIRECTORS

E. A. HERON

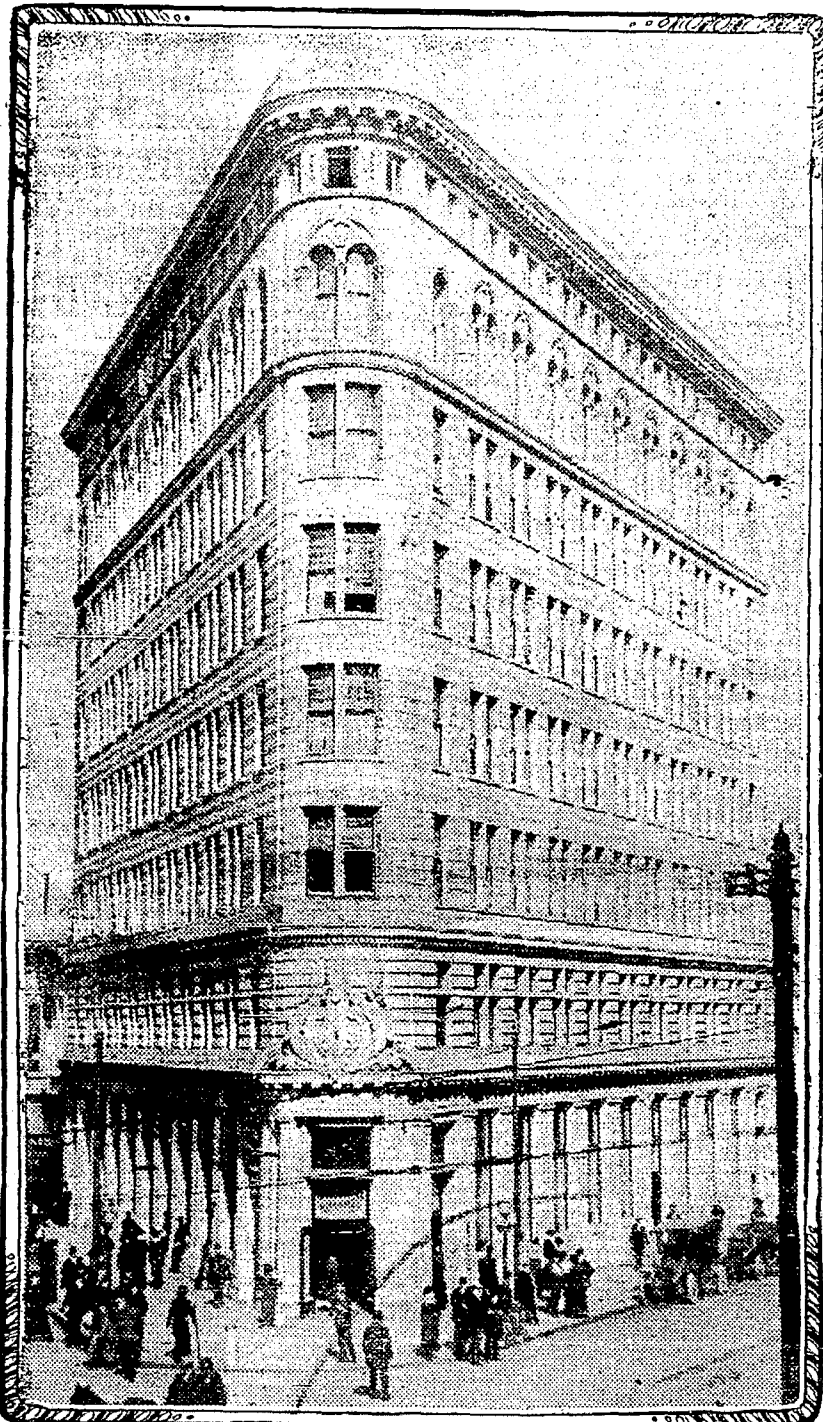
H. G. MORRIS

E. W. RUNYON

L. G. BURPEE

W. H. TAYLOR

A. L. STONE



# First Trust and Savings Bank

OAKLAND

(Incorporated 1908)

Capital ..... \$ 300,000.00

Deposits ..... \$2,475,000.00

## OFFICERS:

P. E. BOWLES .....President

GEORGE D. METCALF.....Vice-

President and Trust Officer

O. D. JACOBY .....Cashier

## NEW TIDE PREDICTING MACHINE.

Uncle Sam's new tide prophet is a machine which outclasses all human competitors; it is capable of doing in one day work which formerly required the services of sixty-five computers. It was invented by Mr. E. G. Fisher of the United States Coast and Geodetic Survey, and is used, says the scientific American, to predict the height of the water at any instant on any date from one to two years in the future for every port in the United States and seventy of the principal ports of the world. This information is issued in the form of a book by the Coast and Geodetic Survey.

Tide predictions are based on local as well as astronomical conditions that influence the rise and fall of the ocean. At every port in the world there is an instrument which indicates these fluctuations by a curved line on a sheet of paper, and from a long series of such observed curves computers have evolved the average of each component at each place. The formula upon which this perfected machine is based includes thirty-seven of these components. There are a set of gears to represent the sun's influence, another to take the place of the moon, various other sets which act for the planetary movements, and still other sets which speak for local conditions.

The machine looks like a huge printing press. A skeleton frame of brass, steel and iron occupies a space eleven feet long, six feet high and two feet wide, and from the dial indicators in the front to the opposite end it is a maze of wheels, gears, pulleys and chains.

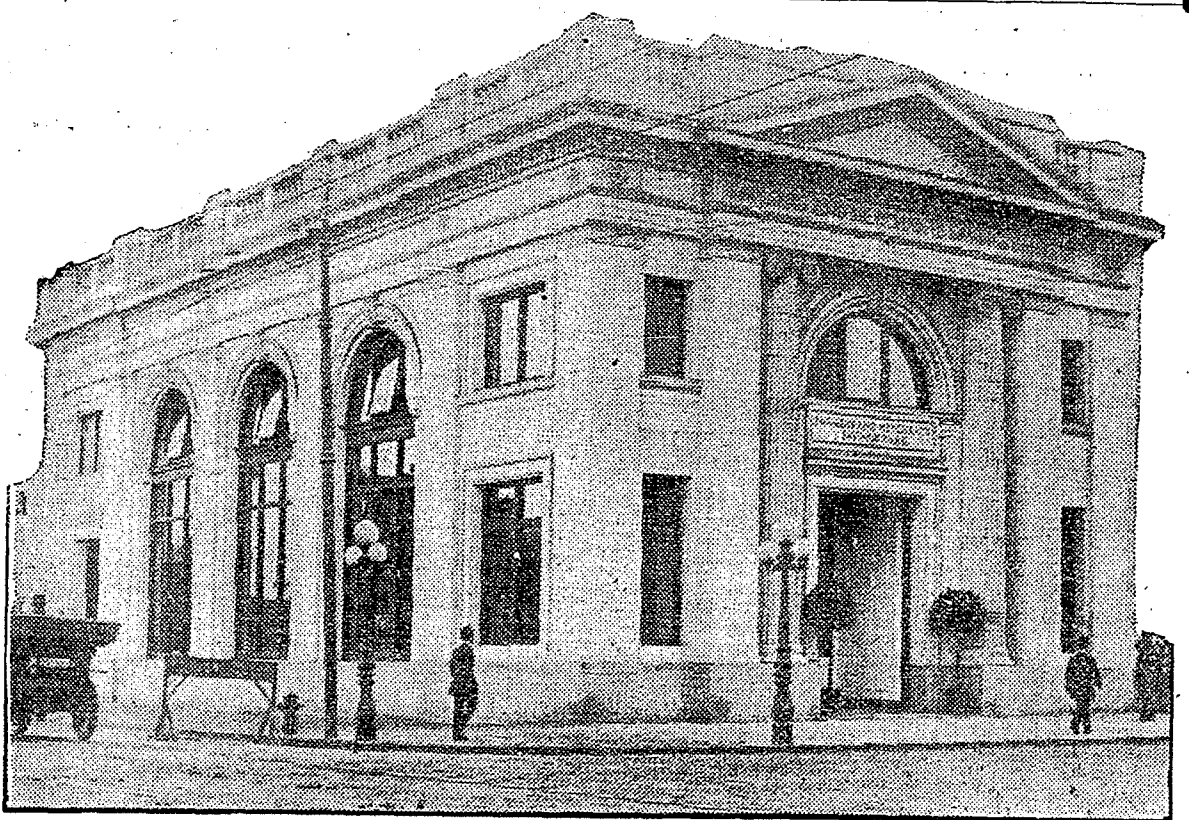
There are 300 gear wheels and pulleys in the machine. These are arranged in two main sections, one representing the time, the other the height of tide. Two chains, each permanently fastened at one end, run through each section, and their free ends are attached to indicating devices.

The operator beginning a set of predictions adjusts the eccentrics connected with each set of gears. By turning a crank he causes the wheels to rise or descend, thus lengthening or shortening the free end of the chain. This variation appears on the dials at the front of the machine, one pointer showing the height of water in feet and tenths; the other the day, hour and minute of the occurrence. An electrical device stops the machine whenever a high or low water is indicated.

While the operator is recording these figures, the machine is doing a still more detailed work. A strip of paper six inches wide and 380 feet long is moving automatically across the face of the machine, and while pen is marking the hours and exact times of highest and lowest waters, another pen is tracing a curved line which shows the gradual rise and fall.

The information turned out by this machine is sought by the marine engineer who wishes to calculate for improvements, and the hydrographic surveyor who is laying plans for future surveys, as it enables him to know the depth and time or high and low water on any date a year or two in advance.

## THE FARMERS & MERCHANTS SAVINGS BANK



The Farmers and Merchants' Savings Bank, at the southeast corner of Franklin and Thirteenth streets, has the only structure in Oakland devoted exclusively to the housing of a banking institution. The building, handsome in appearance and classic in design, is strictly Class A, built of Mente stone, and is the height of an ordinary three-story building.

The Farmers and Merchants' Savings Bank was organized in 1893, and until June, 1910, occupied quarters on Broadway, near Twelfth street.

The board of directors of the bank include Edson F. Adams, capitalist; Sam Bell McKee, the prominent attorney of this city; George S. Meredith, Frank C. Martens; A. W. Schafer, a large land owner; C. D. Bates, vice-president of the Piedmont Construction Company, and Andrew L. Stone, one of the Stone brothers, who

form the A. B. & A. L. Stone Company, contractors. The officials of the bank are Edson F. Adams, president; Sam Bell McKee, vice-president; George S. Meredith, cashier, and Frank C. Martens, assistant cashier.

The deposits of this bank, at close of business December 31, 1910, were \$1,240,488.17, and on the same date in 1911 were \$1,575,825.36, showing a gain in deposits in 1911 of \$335,337.19, being an increase of 27 per cent for the year. The Farmers and Merchants' Savings Bank is a savings bank, and as such has savings accounts and special ordinary accounts; the latter subject to check. Its loans are made on real estate and approved collateral. The bank has the improved safe deposit system, with interchangeable key locks, affording absolute security against duplicate keys. It is the only safe deposit vault in Oakland having this system.



## Railroad President's Tribute to Oakland



At an informal meeting of the Oakland Chamber of Commerce held at its headquarters last summer for the purpose of giving an informal reception to Edward T. Jeffrey, president of the Western Pacific Railroad Company, who was at the time making a brief tour of inspection of the corporation's interests in this city. Mr. Jeffrey paid eloquent tribute to Oakland's past progress and confidently forecast its great future growth and prosperity industrially and commercially, as follows:

"Twelve years ago, unknown to you, I spent several days in Oakland. I tramped all your streets, meandered as best I could in my own way about your wonderful water front; rode and drove about your beautiful hills, and having then in my mind my old-time dreams of the Western Pacific-Denver and Rio Grande extension, I made up my mind that when the time came, Mr. President and Mr. Mayor, Oakland should be the western resting place of our new railroad.

"You have made great progress in that twelve years. What then struck me as being a rather unsettled and somewhat provincial appearing city, has since then assumed all the attributes of a great and enterprising one. In the interim great industries have been established, your population has grown wonderfully; your harbor front now in your own control and possession, except so far as you have appreciatively extended its benefit to transportation enterprises, let me say, has been greatly enlarged and improved. Your trade and commerce has grown. Your banking power has increased, and when you look around this wonderful city you realize what enterprise and energy and far-sightedness and public spirit, and above and beyond all, hand-to-hand and heart-to-heart work can accomplish.

"I know of no other great city on the Pacific Coast that presents the opportunities for varied industries along all the lines of commerce that Oakland presents, and when one casts one's eyes over the remarkable and diversified products of field and orchard, illustrated by what is contained within these walls, one realizes that you have at hand all that man can desire, for food and all the comforts that attend good living. With the food products and industrial enterprises, work for those who are willing to work, banking facilities, marine commerce at hand, rail commerce already established, there is every reason for your continued growth and your increased prosperity, and I am confident they will continue, and I wish to say the sooner it comes to you all the better I shall be pleased."

### CATHEDRAL A WAR CHEST.

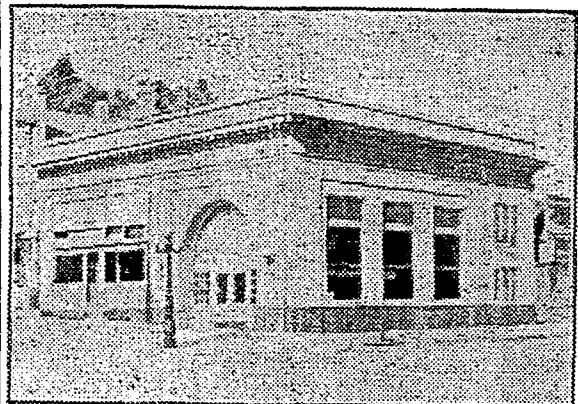
St. Petersburg, as well as Moscow, has some cathedrals which are marvels of ecclesiastical architecture. St. Isaac's cathedral, for instance, in the center of the city, says the Christian Herald, cost 24,000,000 rubles, or \$12,000,000.

Scores and scores of immense marble pillars adorn its four equal sides, while several of the beautiful green malachite columns within are worth a king's ransom. It is said that in the golden domes of St. Isaac's and the jewels within Russia has a "war chest" that would defend her from her enemies for many a month if she should need the gold.

For the first eight months of 1911, Richmond's average birth rate was 18.2, and the death rate, 5.3.

## Telegraph Avenue Savings Bank

Northeast Corner 49th St. and Telegraph Ave.



### OFFICERS.

W. B. THOMAS..... President  
DR. CHAS. A. DUKES..... First Vice-President  
DR. A. S. KELLY...2d Vice-President and Cashier  
H. L. ADAMS..... Assistant Cashier

### BOARD OF DIRECTORS.

J. W. Annis, E. H. Dettner,  
L. H. Spott, P. McDonnell,  
E. Cavanagh, B. Solari,  
P. Casserly, W. E. Smith,  
Z. J. Hatch, M. J. Mulvihill,  
Alva McBroom, Jr.

The substantial growth of this comparatively new banking institution further demonstrates the building up of Central Oakland's residential and business district.

The men directing the affairs of this institution are all progressives, and at a recent meeting of the stockholders the report of the past year's business was a most satisfactory one. At this meeting Mr. W. B. Thomas, president of the bank since its organization in 1908, stated: "We have found that a bank in this section of the city was called for and that there was no better indication of the financial security of the times than the number of new people who are coming into the bank and the amount of building going on in this vicinity."

## Customs Duties Paid in Oakland

Following is the amount of duties collected at the Oakland sub-port Customs House during the twelve months ending December 30, 1911:

Month.	Amt. Duties.
December, 1910 .....	\$ 1,321.53
January, 1911 .....	532.58
February .....	237.84
March .....	697.46
April .....	1,115.10
May .....	195.35
June .....	1,011.80
July .....	184.85
August .....	575.24
September .....	3,256.40
October .....	2,657.34
November .....	2,913.20
Total .....	\$14,698.69

The amount is only a small fraction of the imports of dutiable goods consigned from abroad to Oakland merchants which are entered in the San Francisco Custom House and the duties collected there. Oakland is disgraced by this system of official credit for its com-

## Dark Substance Seen In Space

In the vicinity of the star S Coronae Australis Innes and Worsell have found a patch of sky twenty-five minutes of arc in diameter where no star can be seen with a nine-inch refracting telescope. According to Innes, who discusses the subject in "Transvaal Observatory Circular No. 5," the apparent absence of stars in this region is due to the occurrence of some absorbing medium, interposed between us and distant parts of the universe. Stars in the neighborhood of the dark region are enveloped in nebulae; while just on the border of it there is a star which has been observed to fluctuate in magnitude between 11.0 and 12.2, and which was invisible during the years 1899-1901.

merce, which is now nearly equal to that of San Francisco in volume and value. As an illustration of this systematic diversion of Oakland imports to San Francisco's bureau of commercial statistics: Over \$100,000 worth of manufactured goods imported from Ireland by Oakland merchants within the past three months, although consigned to Oakland, was entered in the San Francisco Custom House, the duties collected there, and the results incorporated in San Francisco's commercial statistics to Oakland's commercial discredit.

## The Specialized 'Bond House,' a Modern Development of the More General Banking House

### E. H. Rollins & Sons Recently Identified With Financing of Newly Organized Oakland Railways

E. H. Rollins and Sons have recently purchased and placed with both eastern and California institutions and private investors, \$2,500,000 Oakland Railways collateral trust, 6 per cent, four-year bonds, or notes as they are technically called on account of their comparatively short life. The Oakland Railways, incorporated under the laws of California, was organized to consolidate the Oakland Traction Company, serving Oakland, Berkeley, Alameda and suburbs, the East Shore and Suburban Railway, operating between Richmond and Oakland, the California Railway, generally known as the Mills College and Leona Heights line, and the San Francisco, Oakland and San Jose Consolidated Railway or Key Route system. These combined properties, which make up one of the most important traction systems in the country, consist of 231 miles of track, 395 passenger cars, 67 construction cars, five ferry boats, three power-houses and other necessary property and equipment.

In keeping with the remarkable progress of the east bay section embodying Alameda and Contra Costa counties within which area are the cities and towns of Oakland, Berkeley, Alameda, Piedmont, Emeryville, Hayward, San Leandro, Albany and Richmond, the subsidiary companies of the Oakland Railways have also grown rapidly. The Oakland Transit Company, incorporated in 1898 with a bonded indebtedness of \$1,400,000, has developed by successive stages into the Oakland Traction Company, incorporated in 1906 which now has a total authorized indebtedness of \$12,000,000; and the San Francisco, Oakland and San Jose Railway, incorporated in 1902 with a total bonded indebtedness of \$3,000,000, has been succeeded by the San Francisco, Oakland and San Jose Consolidated Railway, incorporated in 1908 with an authorized bonded indebtedness of \$7,500,000.

Local transportation in cities of the first class is a necessity and the per capita rides increase rapidly with the increase in the population. The widening of the residential, manufacturing and business areas in the territory served by the Oakland Railways has necessitated the expenditure of large amounts of money in extending the system so that adequate transportation facilities, upon which the growth of a community largely depends, could be afforded. It is conservatively estimated that the physical properties of this system have a present value of over \$25,000,000.

In addition to the excellent street railway and suburban service and the climatic advantages which make Oakland and its suburbs so attractive as a residence section, it is fast becoming an important manufacturing center. The City of Oakland is now spending large sums of money on its water front and will soon be able to offer as good facilities for manufacturers as any other city on the Pacific coast. The Panama Canal, which will furnish cheap transportation for raw materials, will undoubtedly result in a great many manufacturing enterprises being established on the Pacific coast and especially on the Oakland water-front, where excellent sites will soon be available.

"Bond houses," as distinguished from ordinary banking houses, deal exclusively in municipal, railroad and public utility bonds, offering only bonds which they have bought outright after careful investigation by their own expert examiners.

To get the most accurate, economical results today, specialization is demanded in all the world's great businesses and professions. A bond house confining its business exclusively to the buying and selling of carefully investigated bonds can give valuable service to those who wish to invest in conservative securities, issued upon a sound basis.

There is no doubt of the enormous utility and value to the investing public of the large and well-managed bond house. It provides for men and women of moderate means, as well as for those of larger resources, opportunity for making their money earn the largest return consistent with safety. Such a house is that of E. H. Rollins and Sons, which, with its years of experience, its far-reaching branches and its expert knowledge, stands toward the people and their investment powers, and as an adviser in that highly technical and vastly important matter, the placing of funds safely and to the best advantage.

The firm of E. H. Rollins and Sons, which was the first and is now the leading bond house established on the Pacific coast, has been identified with a great deal of the municipal improvement work of California cities and counties, which has been financed by the issuance of bonds. This firm has handled either wholly or in part the bonds issued by the City of Oakland for

schools, parks and water-front improvements; those issued by the City and County of San Francisco, from the sale of which funds were procured for carrying on an immense amount of new work necessitated by the disaster of 1906; those issued by San Joaquin and Los Angeles counties for highways; those issued by Sacramento and Solano counties; those issued by the City of Los Angeles for its Owens river aqueduct on which about \$20,000,000 has already been spent and many of those issued by smaller cities, towns and school districts throughout the entire state.

E. H. Rollins and Sons were the pioneer handlers of the bonds of California public utility companies and have been connected with the financing of the Southern California Edison Company and its predecessor, the Edison Electric Company of Los Angeles; the Los Angeles Gas and Electric Corporation, and its predecessor, the Los Angeles Gas and Electric Company; the American River Electric Company; the Bay Counties Power Company; Great Western Power Company and California Electric Generating Company of Oakland; Long Beach Consolidated Gas Company; Santa Barbara Gas and Electric Company; Oro Water, Light and Power Company; Petaluma and Santa Rosa Railway; San Francisco, Napa and Calistoga Railway; Stockton Gas and Electric Corporation; Western Pacific Railway and other companies. The growth of these companies has been constant and attended by increased prestige to the securities and protection to the bondholders.

In 1900 the Edison Electric Company of Los Angeles reported gross earnings of \$226,142, while those of its successor, the Southern California Edison Company, for the year ended September 30, 1911, were \$3,621,394. The earnings of the Los Angeles Gas and Electric Corporation have increased from about \$1,750,000 in 1905 to over \$3,725,000 in 1911. In 1904 the total installation of both gas and electric metres was 33,734, whereas on July 1, 1911, the total installation amounted to 119,835. The growth of these companies is considered phenomenal but practically without exception the business of like companies in which E. H. Rollins and Sons have been interested has experienced satisfactory increases.

One of the important factors entering a forecast of the manufacturing growth of the territory on the Oakland side of San Francisco bay is the abundant steady supply of cheap electrical power now available. The mountain streams of California are capable of generating an amount of power almost beyond calculation. While the development of this electrical energy has been carried on extensively in this state for the past few years, the largest and most important single development has been that of the Great Western Power Company, which has constructed a hydro-electric plant on the north fork of the Feather river about eighteen miles from Oroville in Butte county. The combination of steady flow and natural storage capacity characterizes the Feather river as one of the most valuable water ways in California. A good conception of the ultimate generating capacity of the Great Western Power Company can be gained by using an authoritative estimate that the known opportunities can be developed to produce 500,000 horse-power. The demonstrated efficiency of this plant, the constant service which it can give consumers and the possibilities of increasing the output make the Great Western Power Company an important addition to the local power market.

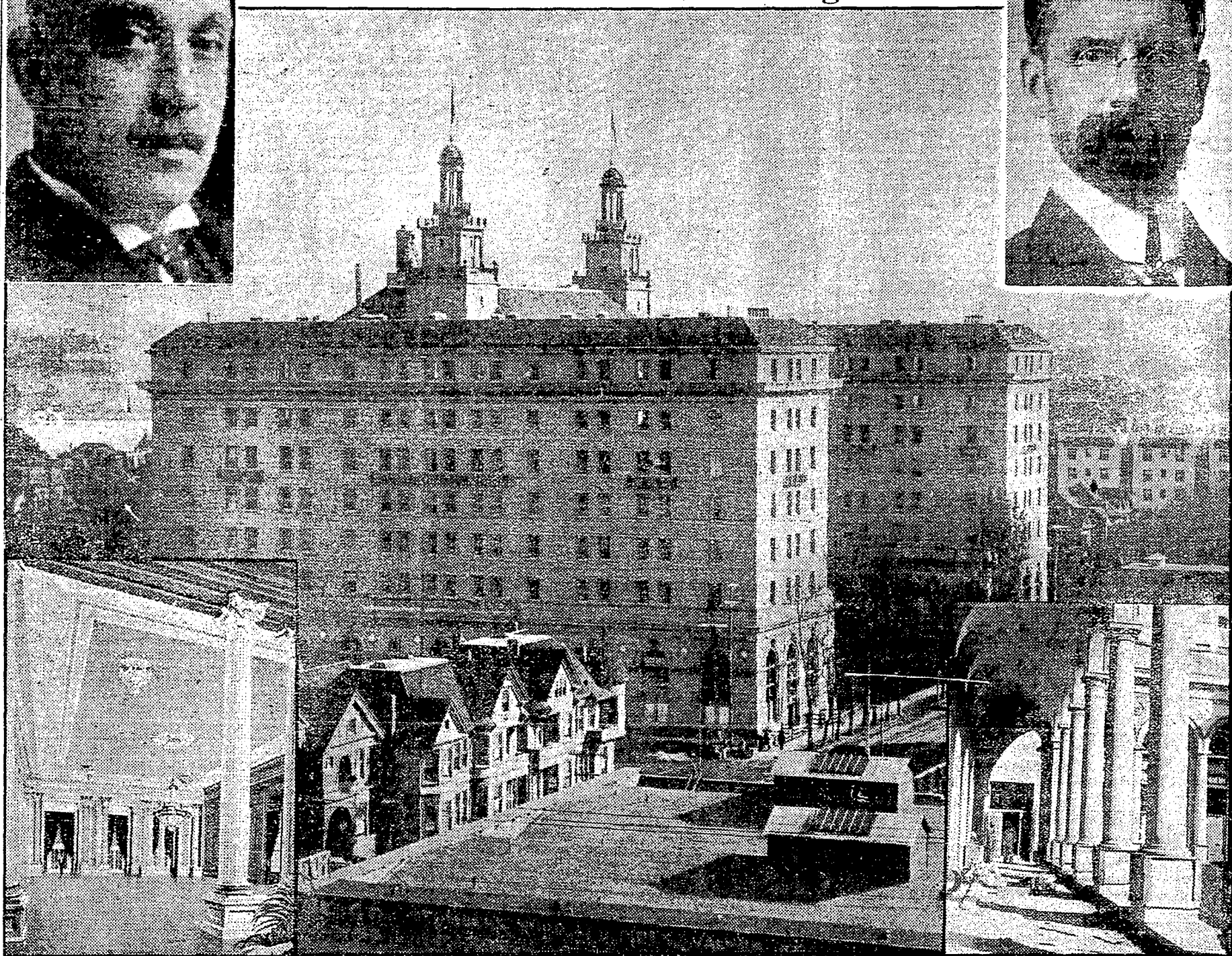
The investment of upwards of \$15,000,000 in this enterprise by Mr. Edwin Hawley of New York and his associates is a direct evidence of the belief which these financiers have in the industrial growth of California, and their enterprise and courage should be regarded as a criterion.

The house of E. H. Rollins and Sons was established in 1876. At first its offices were at Concord, N. H., and Denver, Colorado, but it was not many years before the main office was transferred from Concord, N. H. to Boston, where the central force of the institution has since remained. The Hon. Edward H. Rollins, former United States senator from New Hampshire, was at the head of the corporation, and his sons, Edward W. Rollins and Frank W. Rollins, were associated with him. In 1887 the business was incorporated under the name of E. H. Rollins and Sons, and it has since been carried on in that form. Branches have been successively established in San Francisco, New York, Chicago, Philadelphia and Los Angeles, giving the house a very broad scope and enabling it to come in close touch with investors and securities from Maine to California.



# OAKLAND'S BIG CARAVANSARY

Hotel Oakland is One of the Largest, Most Perfectly Constructed and Arranged Structures West of Chicago



**B**Y midsummer, the big and beautiful hostelry, the Hotel Oakland, which has been popularly known as the bankers' hotel, will be ready for occupancy. Work was started on the building as erected on May 1, 1910, since which date construction has been continuous. Prior to May 1, 1910, the pit embracing the whole area of the block with a frontage of 300 feet on Thirteenth and Fourteenth streets and 200 feet frontages on Alice and Harrison streets had been excavated for the basement and the reinforced concrete foundation walls laid for a building designed by a New York architect which the hotel company found necessary later to set aside and commission Bliss & Faville, San Francisco architects, to prepare plans for the handsome and commodious building which is now approaching completion.

At the close of the year 1911, the hotel company had spent on the contracts let for the building, \$663,420.96, and on the block of land which was purchased in 1907, \$208,000. Incidentally, it may be stated that the present value of the land is conservatively appraised by the most experienced Oakland realty experts at \$350,000.

In architectural design, the Hotel Oakland belongs to the Italian Renaissance. The body of the structure stands seven stories above the street level and the two towers surmounting the terra cotta tiled roof rise four stories higher. The foundation walls are massive structures of re-inforced concrete and the floors

and outer walls are constructed of the same material, the latter being faced with a delicate cream-gray pressed brick producing an effect both chaste and beautiful. The interior frame is of massive structural steel, making the building the most perfect example of stability and safety of any edifice erected in modern times.

The material used and the construction are of as high standard as those employed in the building of the Palace Hotel in San Francisco which has hitherto been regarded as a model of perfection in those respects; but, owing to the favorable condition of the materials and labor markets at the time the contracts for the Hotel Oakland were let, its actual cost has been 40 per cent less per square foot than that of the Palace.

The last feature of construction work, the contract for electric lighting fixtures, costing \$25,000, was let some months ago.

The hotel will contain 500 bed-rooms, one-half of which will be single, the other half, double. It will, therefore, have the capacity to accommodate 750 guests. The dining-room will seat 170 persons and the cafe, 275. The ball-room covers an area of 50x108 feet and, with the reception room, will accommodate 500 couples. This feature in the hotel will be unequalled by anything of the kind in the Pacific states. The illumination of the ball-room will be exceptionally brilliant. The central chandelier will be an enormous cluster of scintillated lights, eight feet in diameter, which in itself costs about \$2000.

The new hotel has been visited of late by a great many of the best-known and most experienced hotel men in the United States. These experts in the hotel business have unanimously paid the highest compliment to the architects of the Hotel Oakland by declaring that the ground floor, which is always the test of the merits of a hotel from a managerial standpoint, is the most perfectly arranged and complete in its appointments of any caravansary in the country.

The hotel building consists of the main body and two wings. The main part of the building occupies the entire Fourteenth street frontage of the block, 300 feet in length, and has a depth of 110 feet. The wings extend to the Thirteenth street property-line, and leave a court outside of the arcades and in front of the main entrance covering an area 90x155 feet. This court is now being laid out in shrubbery, lawns and flower beds, through which a 22-foot wide crescent carriage drive will swing from the street in front of the steps of the main entrance.

It is estimated that the total cost of the building when completed and all the contracts paid up will be \$1,003,000.

The officers of the Hotel Oakland Company are: W. W. Garthwaite, president; Edson F. Adams, vice-president; James P. Edoff, secretary, and Golden L. Downing, assistant secretary; and the directors are: Edson F. Adams, L. G. Burpee, H. C. Capwell, Joseph F. Carlston, W. W. Garthwaite, William G. Henshaw, E. A. Heron, M. J. Laymance and Frank J. Woodward.

## P. N. HANRAHAN

WHOLESALE AND RETAIL

### WINE and LIQUOR MERCHANT

S. E. Cor. 12th and Broadway

PHONES—OAKLAND 247, HOME A 4247.

## The American Transfer and Storage Company

One of the most reliable business concerns in Oakland today is the American Transfer & Storage Company, which was established nearly twenty-four years ago.

By close attention to business they have gradually increased their stock until now they can handle anything that can be moved as readily as any firm in the city.

About three months ago the business was bought by Mr. M. A. Casenare, who will in the near future erect a fireproof concrete warehouse on Fortieth and Broadway near the new terminal of the Oakland & Antioch railroad. At the present time all business will be transacted at the old office, 465 Eighth street, Oakland. Telephones Oakland 4365, Home A-3662. Residence phone, Piedmont 5303.



# CHAMBER OF COMMERCE ACTIVITIES

## Functions of the Organization and What It Can Do Toward Fostering the Interests of a City

(By H. C. CAPWELL.)



JUST as the lungs serve the purpose of taking in clean, wholesome, fresh air and imparting the vivifying influence of the oxygen to the blood that carries the life tide to heart, brain and muscles and makes a live man capable of doing his share of the world's work in a creditable manner, so the function of a Chamber of Commerce is to keep the blood of the community full of red corpuscles, thus making the modern city a "live one."

The human race has been well taught the lesson of the proper use of fresh air for its betterment. Deep breathing, open-air sleeping, outdoor sports and outdoor living have passed beyond the stage where they are to be dubbed as fads. Men and women, through this proper use of the oxygen in the air, through the utilization of the machinery of their lungs, found long ago that thus they obtained active brains, strong, supple muscles and steadily pumping hearts that made them alert, keen, capable contestants in the race of life.

### EXTRACTING THE ELIXIR OF CIVIC LIFE.

A Chamber of Commerce likewise is capable of catching out of the air the combined enthusiasm, the ambition, the civic pride and loyalty, the small bits of work and financial contributions and the thousand atoms of "boost" that are scattered among the hearts and brains of 200,000 people. Out of this the modern Chamber of Commerce is enabled to extract the elixir of civic life and make of the community a live, pushing, growing and flourishing city. The elements are heaven sent, just as the oxygen comes in the air, but the utilization for the greatest good depends upon the machinery, the lungs of the individual, and the representative body, the Chamber of Commerce, being kept in perfect working order.

The absolute necessity of a body such as is represented by the Chamber of Commerce of today is recognized by every progressive city. The municipality that stands for the highest development of the co-operation of human units, in the work of world's progress, can no more exist and healthily grow without such a machine than the man can properly develop without sound lungs, well fed with plenty of pure air.

### VOICES PUBLIC SENTIMENT.

The Chamber of Commerce is the means through which the citizens express themselves intelligibly and effectively on the thousand and one subjects of vital importance to the whole community. In its representative capacity the Chamber of Commerce is capable of putting into concrete form the hopes and yearnings of the mass of citizens before the great majority of men and women have analyzed these half-formed hopes and half-felt needs sufficiently to clearly voice them. Through the Chamber of Commerce these things take form and the definite line of policy emerges to the support of which the whole force of the community can rally.

Backed by this public sentiment, and because the Chamber of Commerce reflects the sentiment of the community, it is enabled to speak with a voice that commands respectful attention in the forums where the destinies of cities and the fortunes of citizens are made secure or are hopelessly marred.

### A LESSON WHICH HAS BEEN LEARNED.

There may be called to mind a number of cases that illustrate the manner in which this work of the Chamber of Commerce is done. The people of the Pacific coast, and of the whole continent for that matter, have time and again had the example of Los Angeles cited, until it has come to be parallel to the case of the man who was held up as a paragon of perfection to his neighbors until he, without act of his own, won the reward of being the most unpopular man in town. But the men in the southern city have given the world a demonstration that some cities and many people needed. They have shown how far to go after success and get it. They have shown the value of cordial co-operation in support of those things that are for the community good, with no hanging back because someone could not figure out how all the benefits from the proposed move would come to himself and his particular little knot of friends. The result is team work that breaks the opposing line, if there is one, and there generally is. Time and again it has been seen how well these men go into a state political contest, a campaign for extension of trade, a crusade for the capture of new enterprises or to convince the government at Washington that something should be done for their city and section. And they go with a vigor and capacity to stay that challenges respect and adds new prestige to their name. They have learned the lesson of utilizing their Chamber of Commerce as a means of doing the things that are necessary to be done, but which, being everybody's business, would remain undone without some such machinery.

### A CITY MUST MOVE AS WELL AS LIVE.

It is not sufficient that a city should merely be alive. Lots of people are alive who are merely slowly shuffling along toward the time when the undertaker must be called in. In these days of wireless messages and flying machines, men and cities must keep moving. A city must keep moving forward toward its definite goal. If it does not, if it stops by the roadside, though it once held the head of the procession, it will soon be a mere trailer, lost in the dust of the real winners. Not merely a place on the map, but an ever-growing space; not a little dot that marks the postoffice town, but the hundred-rayed star that catches the eye and holds the attention is the measure of the geographic importance that the first-rank modern city must attain and keep. And there are so many twinkling stars on the map which are adding rays to their shining nuclei every day that it must be a constant hustle to keep the pace.

### POWER OF PROGRESSIVE CHAMBER.

The modern Chamber of Commerce, backed with the support of a city's population, can pluck a community from a bog and set it on a hill where it can be seen and admired by all. It can build a city on a desert. The things that a Chamber of Commerce must do for a community are as numerous as the days that chase each other around the calendar. There are countless things that are not the proper function of the elected city officials. They have their work cut out and de-



H. C. CAPWELL,  
President of Chamber of Commerce.

finied by charter, statute and ordinance, and their hands are busy. One or two citizens cannot do these necessary things which are for the benefit of all. Because these tasks must be attended to, the Chamber of Commerce has been developed.

In Oakland it has been shown scores of times how this work has been undertaken and finished to the benefit of the city.

### ORIGIN OF HARBOR IMPROVEMENT.

It was the old Board of Trade, the parent of the present Chamber of Commerce, that started the revival of the harbor improvement. This, like hundreds of other things that are needful, could not be undertaken by the city government. No one citizen or half dozen citizens could be asked to assume the whole burden. Besides, in order to get the proper hearing, the spokesmen must come with credentials showing that they were delegated by the whole community. Thus it fell that the matter was discussed in the Board of Trade meetings and finally a delegation was sent to Washington. In the language of the street they "brought home the bacon," and the work of government improvement of the Oakland harbor has grown and the project expanded until Oakland is now ranked among the foremost cities of the world in the magnitude of waterfront development. When a delegation of Congressmen is to be entertained and given facilities for seeing the city and the harbor in order that they may act intelligently and fairly on questions affecting these, it is the duty of the Chamber of Commerce to take the matter up. This was the case recently when Congressman Humphrey visited Oakland, and it has been duplicated scores of times in the memory of even the recently recruited citizens.

### SOURCE OF COMMUNAL INFORMATION.

These official and semi-official visitors have come to look to the Chamber of Commerce to furnish information and speak for the interest of its community. It is the testimony of government officials at Washington, of members of Congress and of foreign government's representatives, that they are coming more and more to rely upon and look to the Chamber of Commerce in all such matters.

This establishes a recognized standing of the Chamber of Commerce abroad, and the efficacy of the presentation of the cause of the city by Chamber of Commerce officials has been demonstrated many times.

Some of the things which the Chamber of Commerce can do and does do for the city, are made possible by the equipment of the organization with ready-to-hand information in usable form concerning the affairs of the community.

### DUTIES OF A CHAMBER OF COMMERCE.

One of the important duties of the Chamber is to keep watch of the daily events and determine wherein they are likely to affect the community. In these times of perfected means of communication between all parts of the country, no community can live to itself. What one does is likely to affect another, and it behooves the city that would keep its place to take part in these proceedings. During the last year when it was absolutely necessary that Oakland be permitted to go ahead and work out her own destiny in her own way that the full measure of her growth and her citizens' future prosperity be assured, there was a movement started that threatened to destroy the integrity of the east bay shore communities as independent municipalities. The Chamber of Commerce was able to move and move quickly, and it required rapid motion. As a result the project was defeated, as is well known.

There is to the credit of the Chamber of Commerce the crystallization of sentiment in favor of park improvement, for construction of boulevards, for waterfront development, and for municipal building along many lines that make for a more perfect city of homes and a city more fully equipped for the business of today. Every citizen takes pride in the place of his residence being well fitted to do its full share of the work of advancing the condition of the race, and he glories in that city where he lives and of which he is a part, being well up with the procession in the march of progress.

### CHAMBER OF COMMERCE A NECESSITY.

In achieving this position and in providing himself and his descendants with a full measure of those things that make for a full living, the Chamber of Commerce is a necessity. Some instances have been cited wherein the Chamber of Commerce has undertaken this work for the benefit of the whole community, and in that connection it can be well recalled how it has been alert and efficient in the good roads movement. Municipal life is one of contest, not to say rivalry, and the prize goes not to those who are asleep at the post, nor to those who are not equipped with facilities for making known their rights and asking that those rights be protected. This has been exemplified in the movement to provide state highways connecting the important population centers. The Chamber of Commerce has actively engaged in the discussions and campaign and will see to it that the rights of Oakland and of other east bay shore cities of Alameda and adjacent counties are protected in the final establishment of these roads. In this, as in many of the other instances of its activities, is illustrated the manner in which the work and influence of the Chamber of Commerce expands beyond the bounds of the city where it is located. The city of Oakland and every business man and every property owner in Oakland is vitally interested in the prosperity of the counties adjacent. Here the interests of a large mass coincide, and it is the duty of the Chamber of Commerce to act for the city in showing to these neighbors that the community of interest is appreciated. The Chamber of Commerce which has been outlined above is the latter-day machine, devised to do those things which are needful for the good of all, and should have the support of every citizen, every business man and property holder. All can afford to give this support, moral and financial, in full proportion to the property stake he or she may have. Even the man who has no property investment, even though he is merely connected with the business of the city to the extent of being a wage earner, gets the benefit from the work of the Chamber of Commerce. That work is intended to make more business here, and it does accomplish that. No man, however small or large his business or his salary, can afford to do without the work of the Chamber of Commerce, for of a surety if that work were stopped his business and his property values, his wage-earning opportunities, would be decreased promptly and noticeably.

### WORK OF OAKLAND'S CHAMBER OF COMMERCE.

A year or two ago there was a special advertising fund raised and used by the Chamber of Commerce. It was not large as such funds are counted among progressive cities, but it accomplished results, and it can be safely said that every man who put a dollar into that fund has received a return of twenty fold.

The ability of a Chamber of Commerce to bring benefits depends upon this support, and it should be given. It can be said that a just measure of this financial support would be proportionate to the taxable value of the property held in the city by each one. That this is not always recognized from a purely business point of view is to be regretted. A canvass was recently made to provide a special advertising fund similar to that of two years ago, and some of the wealthiest men in Oakland refused to subscribe to it. I believe this was a mistake and that just as such action may decrease the efficiency of the Chamber of Commerce in looking after the general welfare, in like proportion will the business of these men be less than it should be and would be under the impulse that would be given to all lines with the fullest and heartiest support of all to these community betterment plans.

The Chamber of Commerce in its work of doing things which all need to have done, but which no other machinery has been provided for doing, brings out in splendid colors the spirit of service for city, state and mankind—that spirit of response to the call for service to succeeding generations, that takes delight in having one's own city or state do things that make the world a better place to live in.

The directors of the Chamber of Commerce are busy men in their own offices, stores and factories, but out of their crowded hours they snatch opportunities to give the public cause their time, their business experience and their knowledge of conditions. This is a fine thing! It is more than that—it is an assurance for the future of a city and a country that can produce men with such a sense of civic duty, with the vigorous, healthy manhood that impels them to do more than have high ideals—makes them work for the realization of those ideals.

### TRUCK FARMING IN HAYWARD.

Hayward section has long been recognized as a great market gardening center and every summer thousands of tons of fresh vegetables are shipped to the coast city markets, those not being sold in the fresh state being canned and sent to all parts of the world.

Among the vegetables, tomatoes lead all others in value and quantity. Great tracts of land are laid out in this profitable vegetable. Enormous quantities are raised yearly for consumption in the fresh state and for the canneries and pickle works. A conservative estimate of the annual amount raised in this vicinity is between 30,000 and 35,000 tons, having a value of about \$275,000.

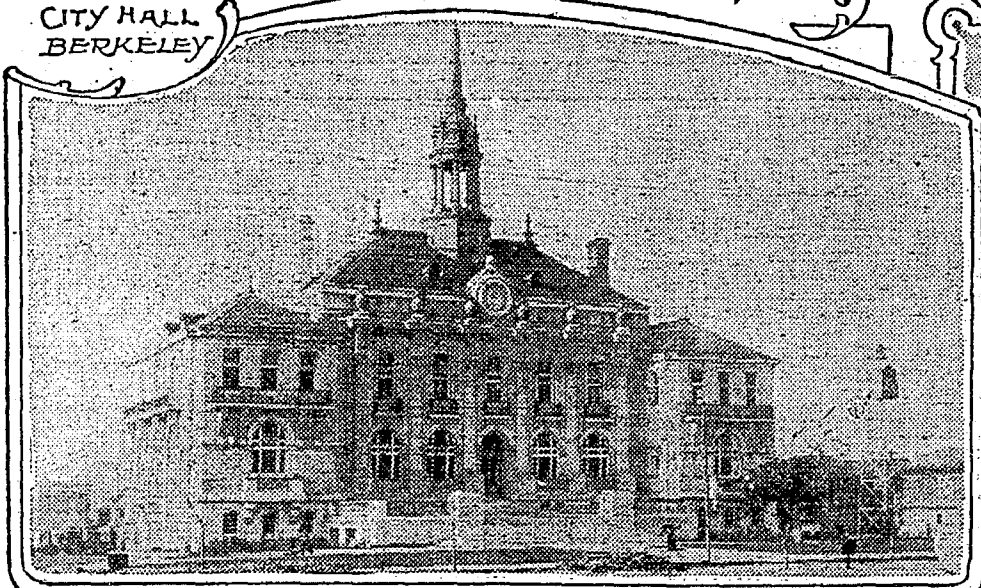
Cucumbers and gerkins are also extensively produced. The low foothills stretching south from Hayward to San Jose produce the earliest peas in central and northern California. The small farmer augments his yearly income by marketing this early crop at prices ranging from 5 to 15 cents per pound. This is also a source of "ready cash" for the farmer at a time when money is scarce. Large areas of canning peas are raised on the valley lands and sold by the ton to the canneries.

Rhubarb is another profitable crop. Hundreds of carloads are shipped in the winter months to the great markets of the east. Farmers engaged in growing this delicacy realize from \$250 to \$400 per acre. Other vegetables grown with success in this section are potatoes, artichokes, asparagus, carrots, turnips, mushrooms, onions, cabbages, beets, parsnips, spinach, lettuce, corn, yams, beans, cucumbers, etc. The country around Hayward is recognized as a great agricultural center throughout the state.

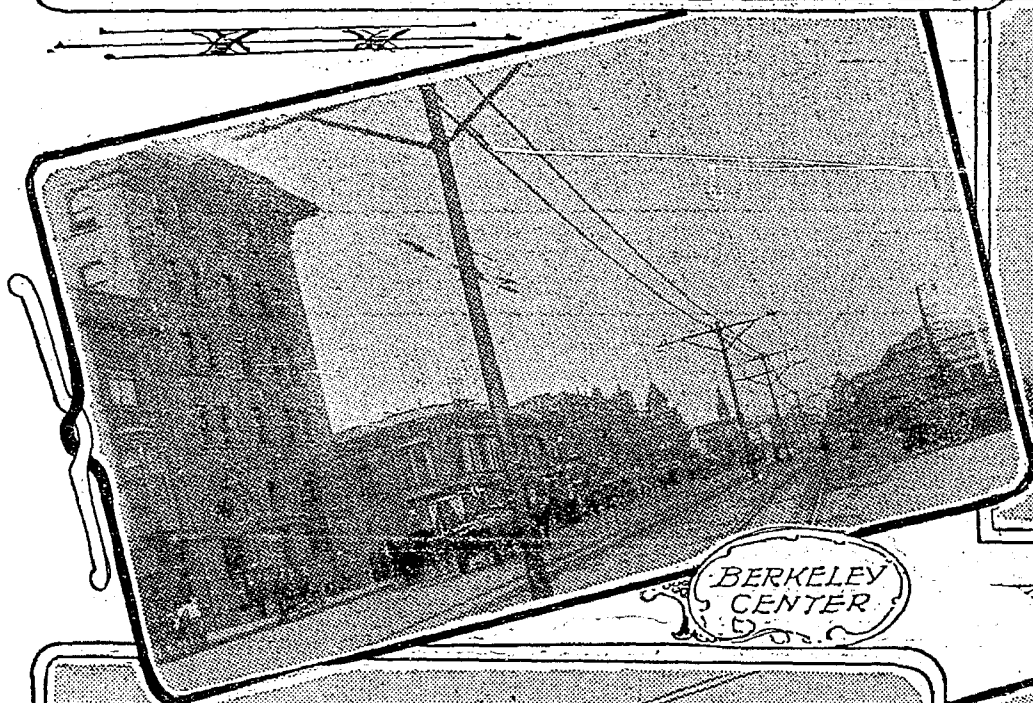
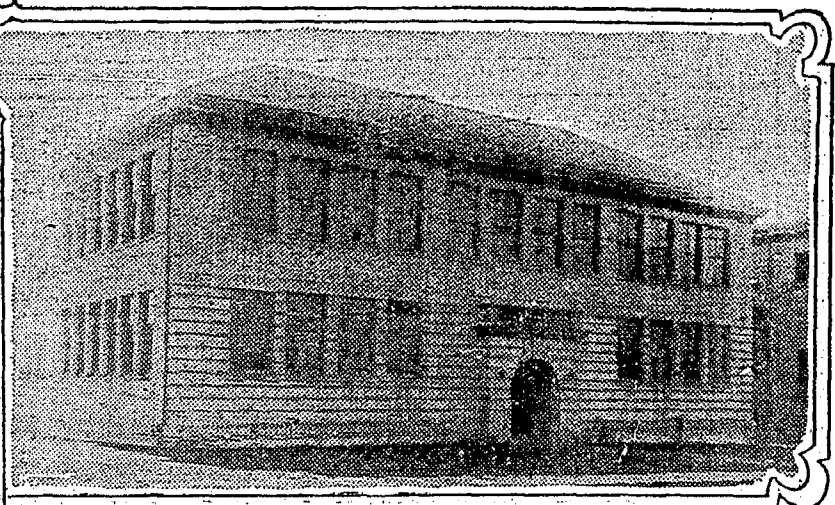


# Scenes in the University City

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BERKELEY

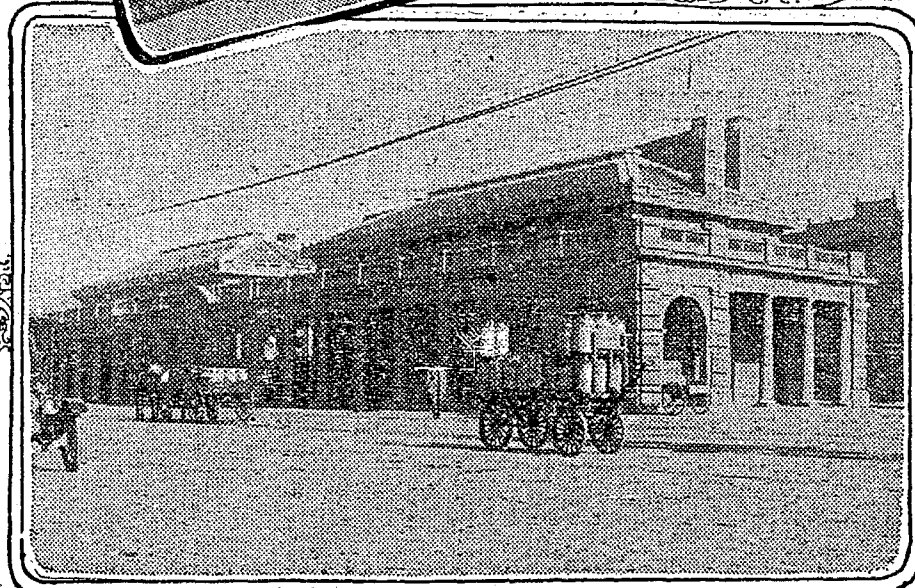
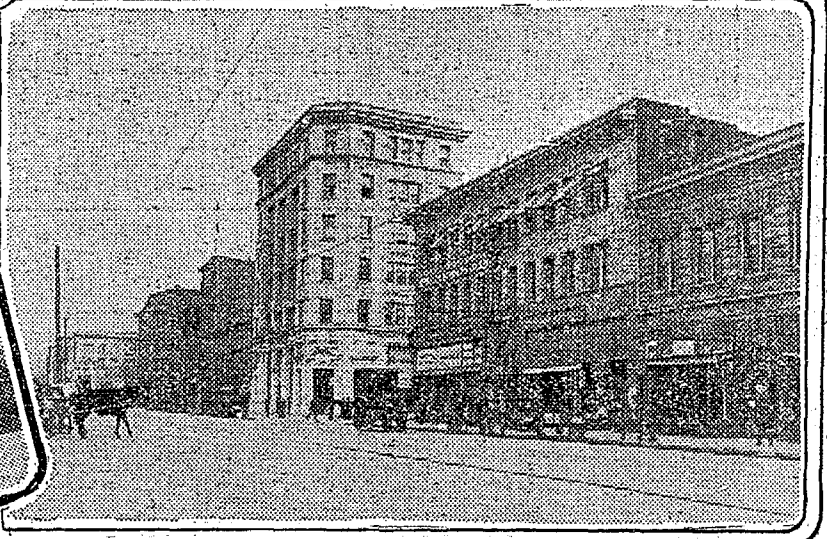


ADMINISTRATION BLD'G. BERKELEY

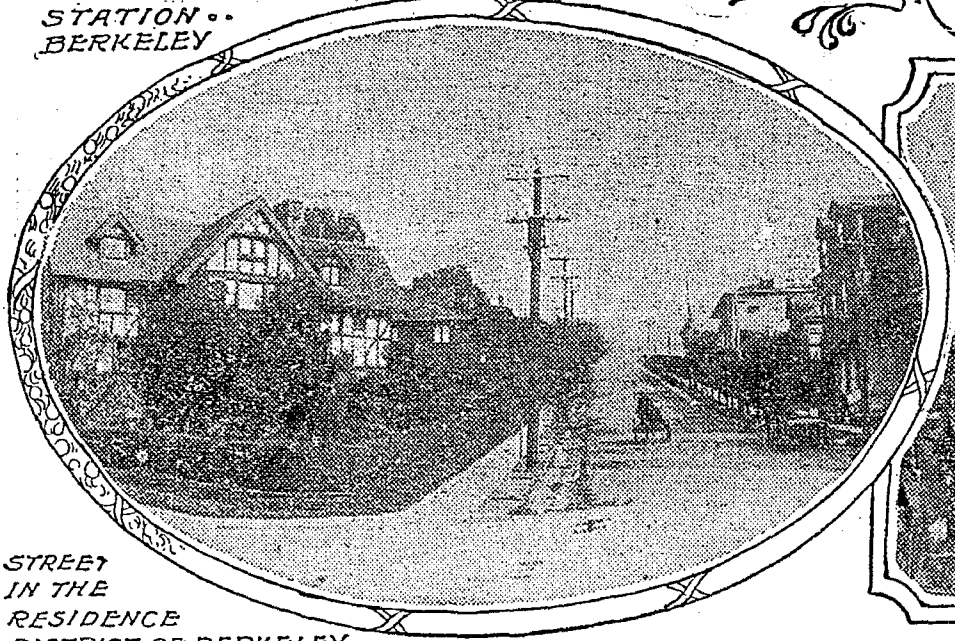


BERKELEY  
CENTER

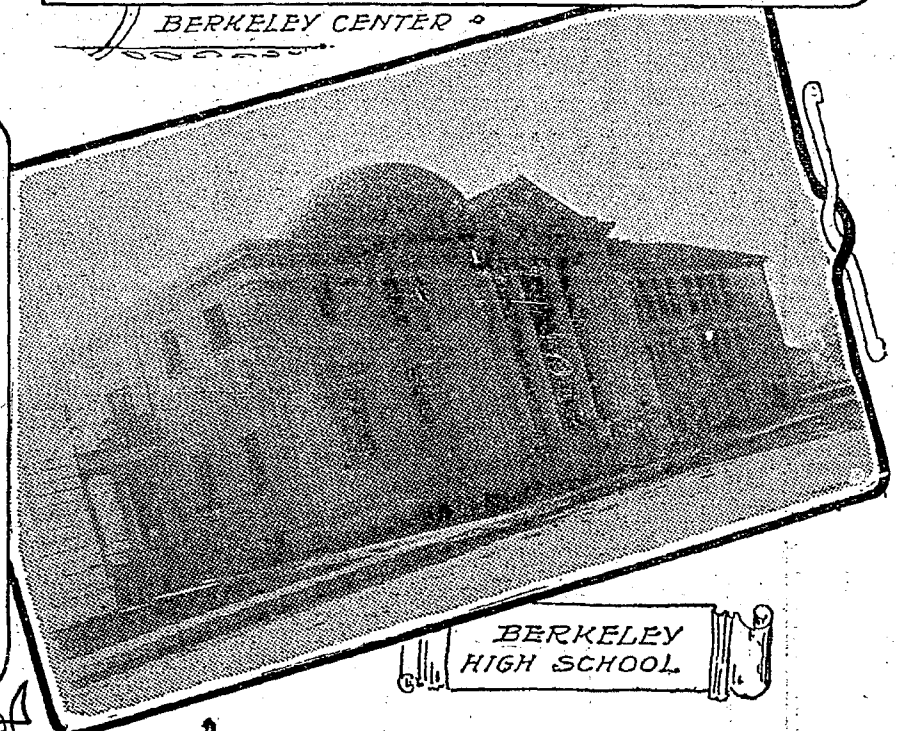
BERKELEY CENTER



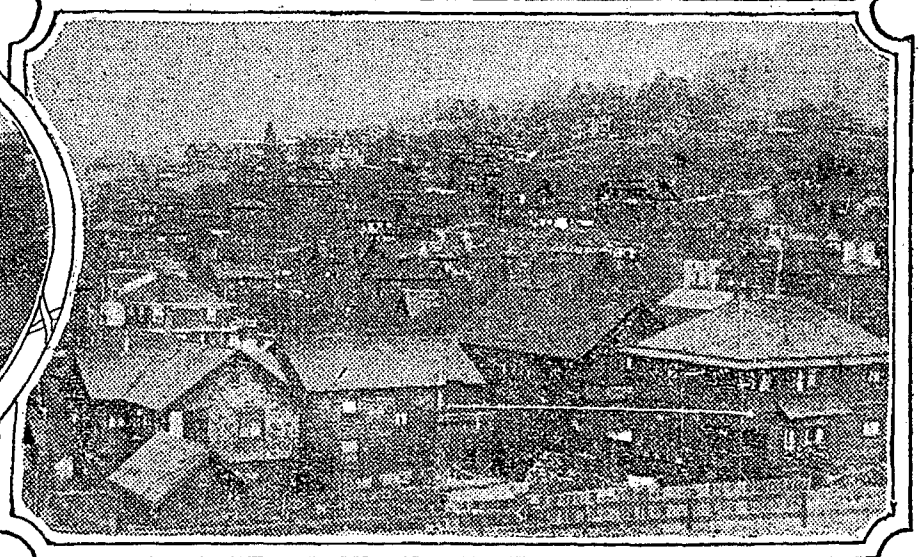
SOUTHERN PACIFIC  
STATION ..  
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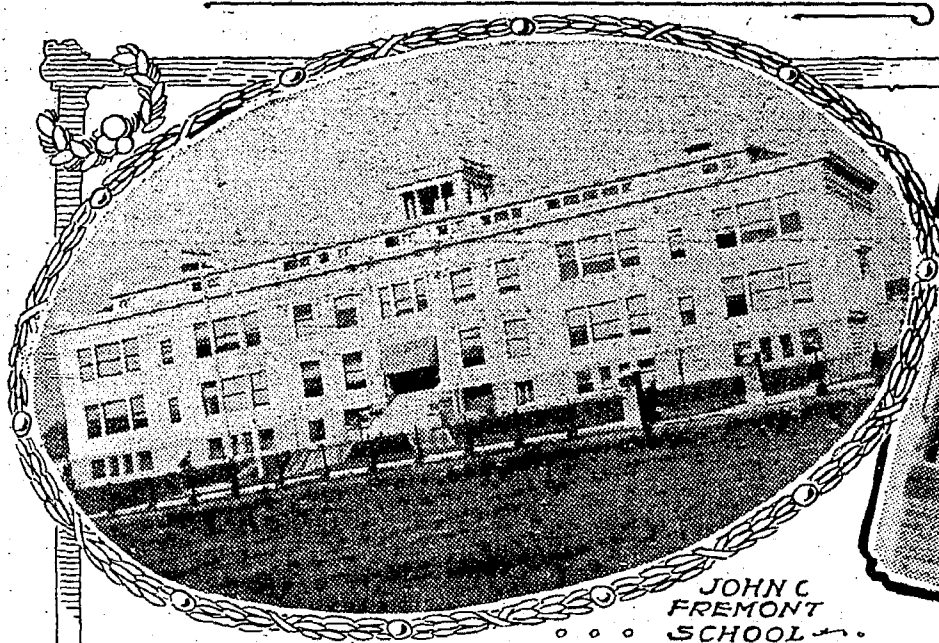
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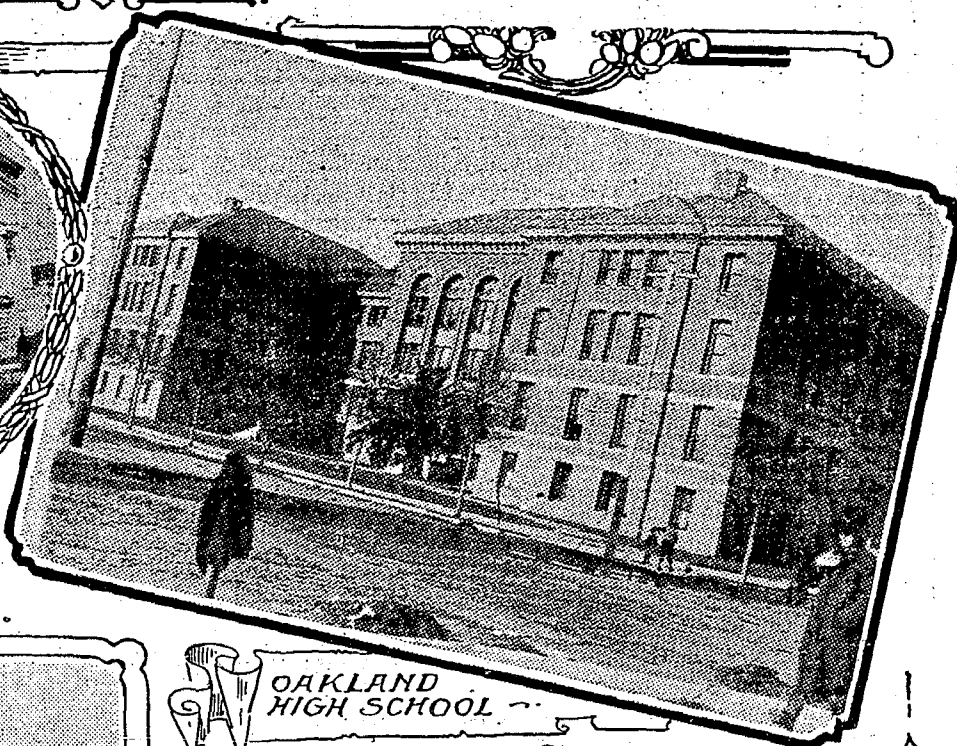
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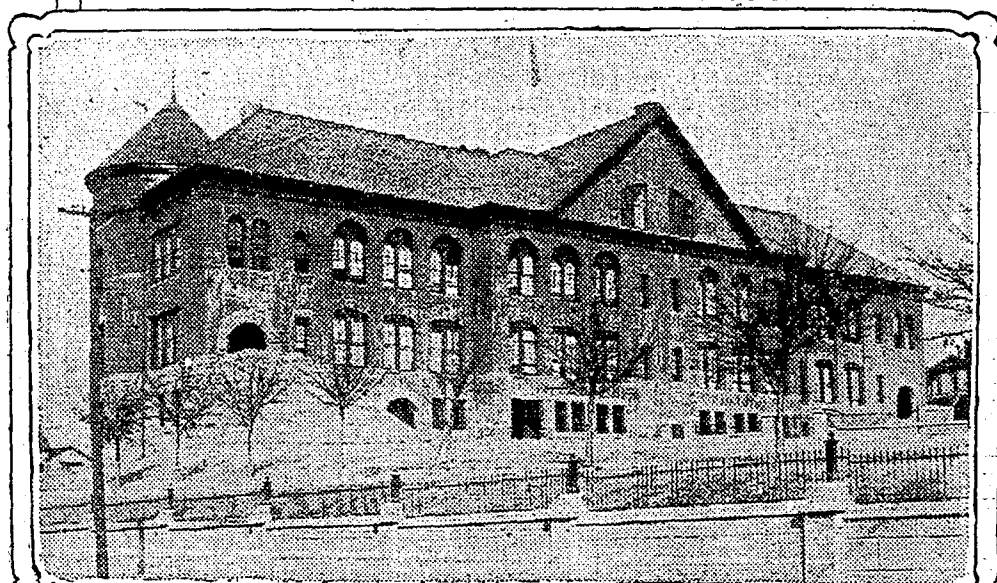
# PUBLIC SCHOOLS IN THE ATHENS OF THE PACIFIC



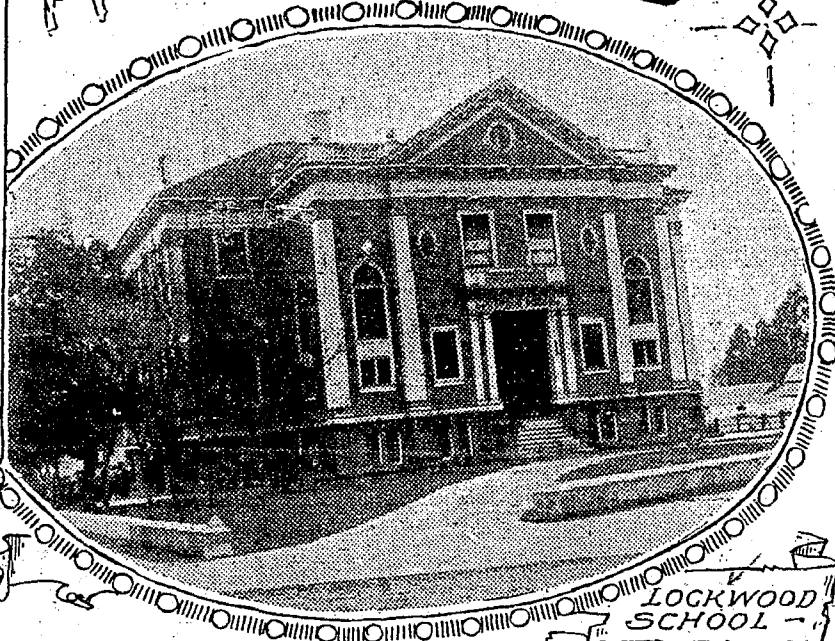
JOHN C.  
FREMONT  
SCHOOL



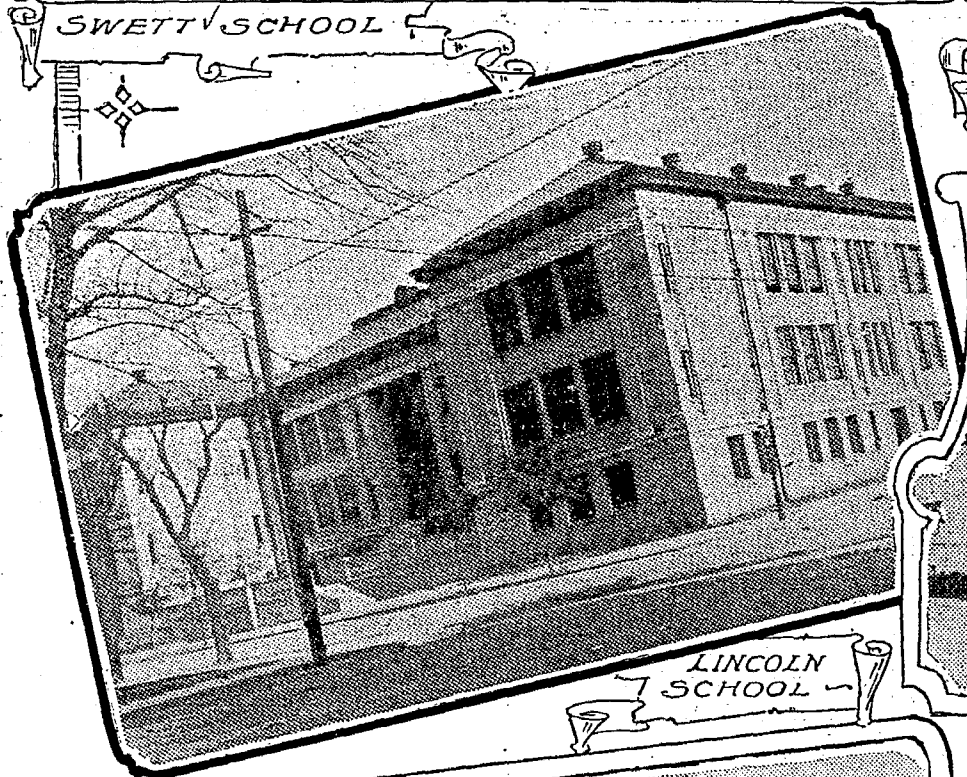
OAKLAND  
HIGH SCHOOL



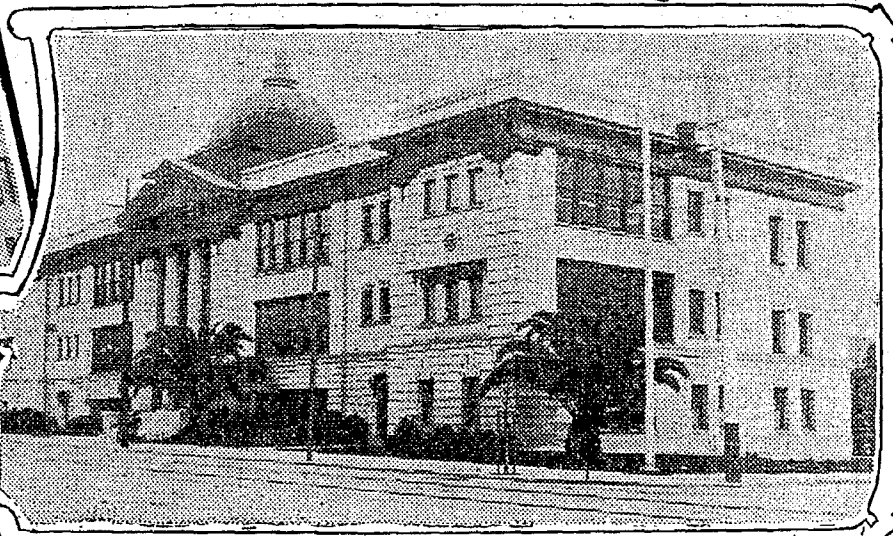
SWETT SCHOOL



LOCKWOOD  
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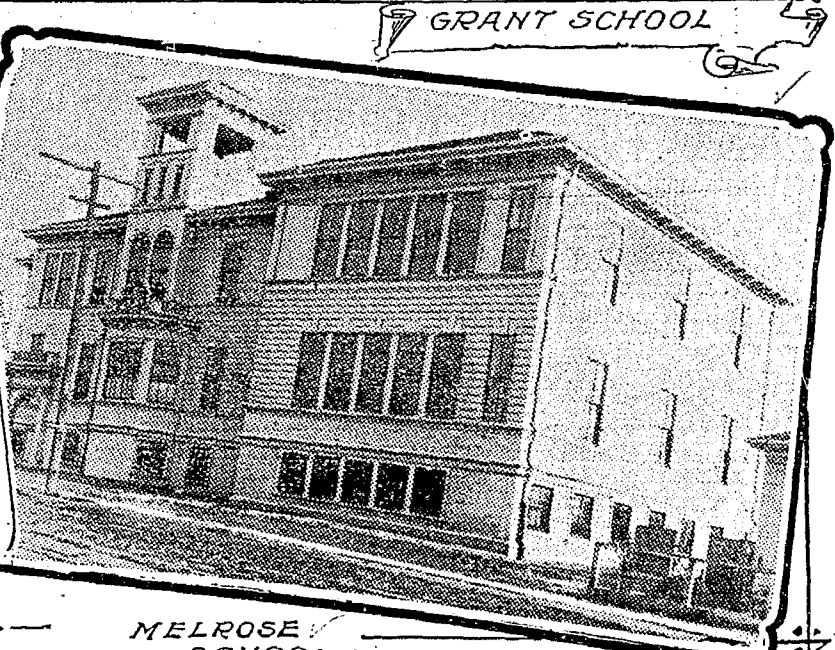
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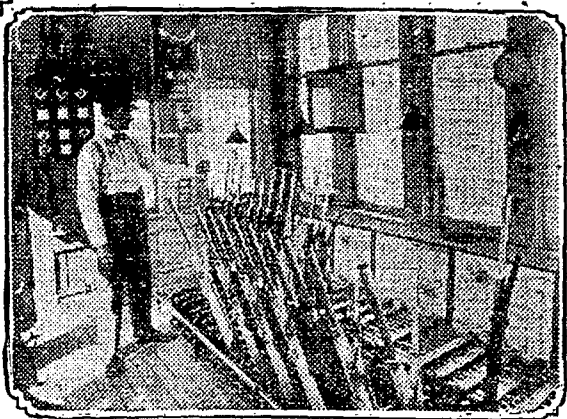
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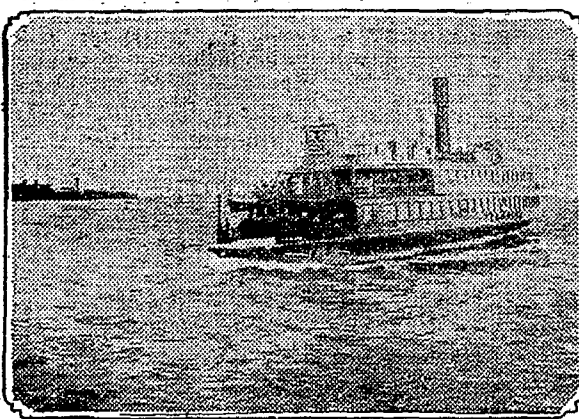
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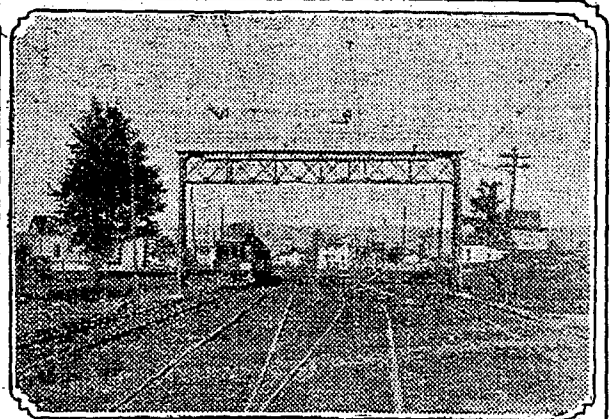




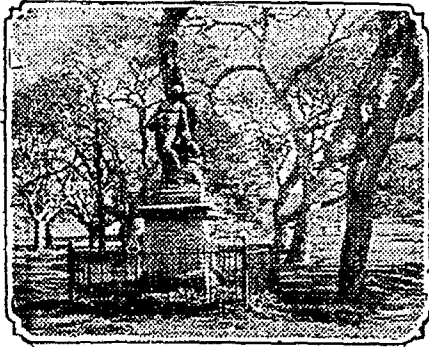
KEY ROUTE SWITCH TURNER



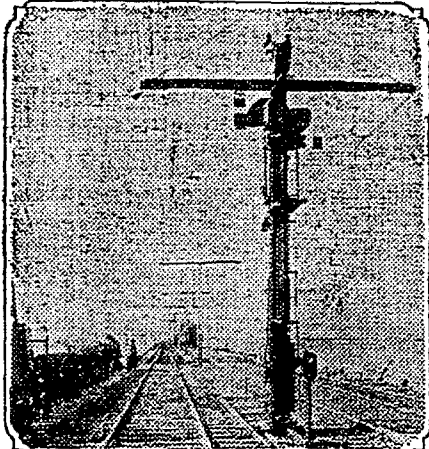
FERNWOOD



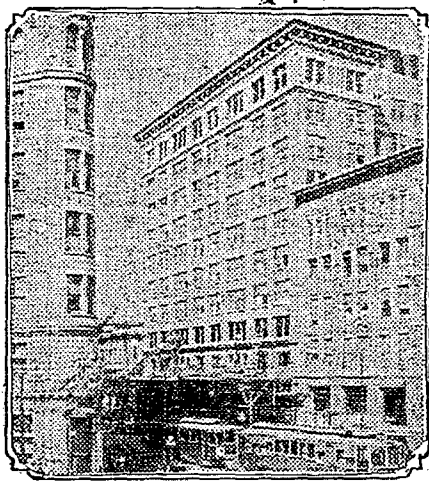
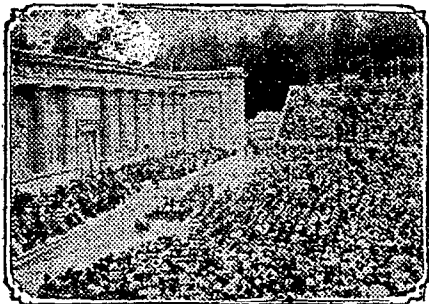
SIGNAL BRIDGE KEY ROUTE SYSTEM



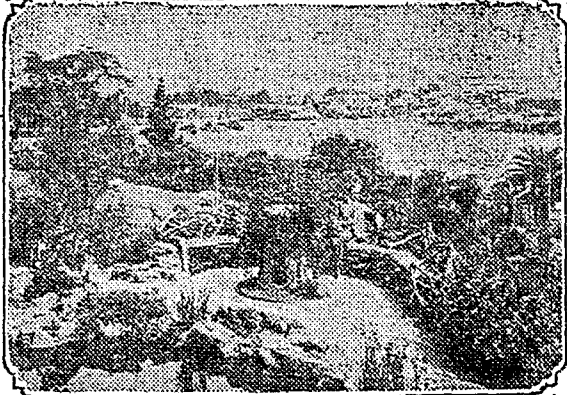
BASEBALL STATUE UNIVERSITY CAMPUS



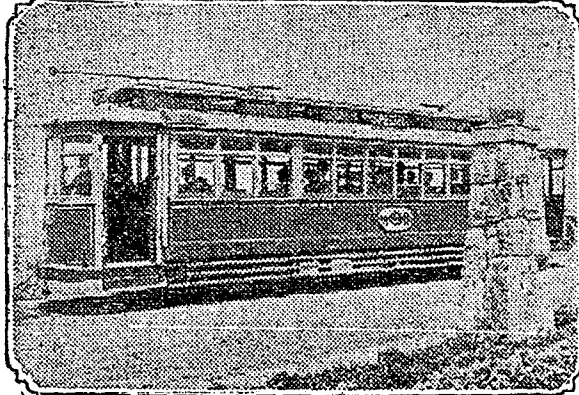
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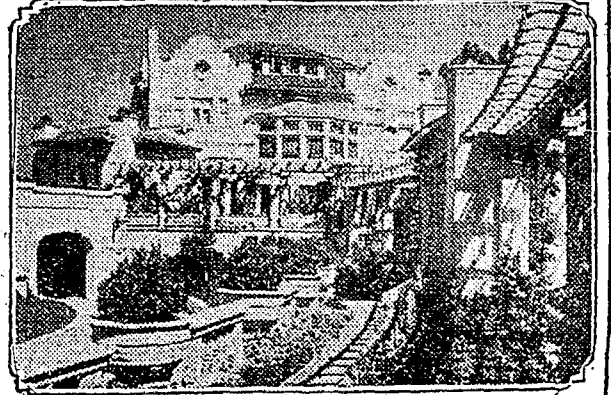
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Returns—Arrives San Francisco... 5:10 p. m. and 5:35 p. m.

Returns—Arrives Berkeley ..... 5:10 p. m.

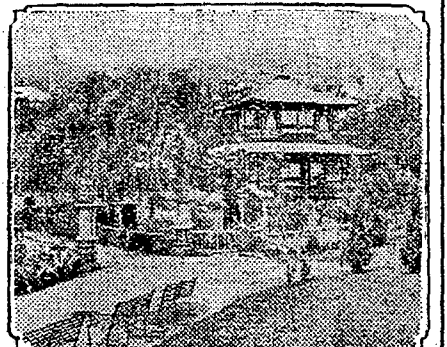
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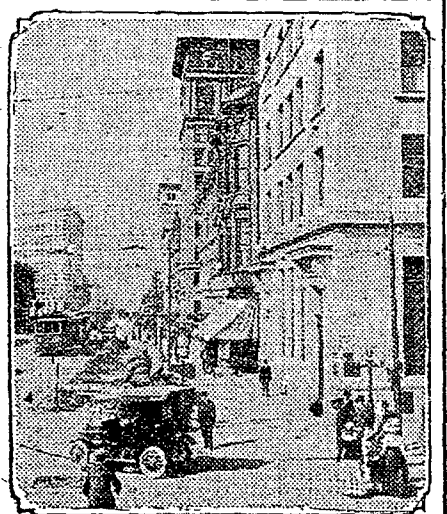
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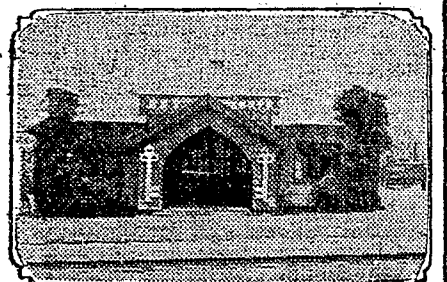
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## San Lorenzo's Recent Progress and Resource

(By SCHOOL TRUSTEE J. J. SMITH.)

San Lorenzo, situated in one of the most fertile sections of Alameda county, about half way between San Leandro to the west and Hayward to the east, is one of the original seven towns of the county. Before there was even a store at Hayward San Lorenzo was a thriving community. Its present population is estimated at about 500 souls, scattered over an expansive territory covered with well-stocked farms and orchards. Every kind of fruit grown in Central California is successfully raised around San Lorenzo, including cherries, apples, pears, prunes, grapes, apricots, peaches and various berries. Vegetables of every variety are also produced in this section, truck farming being one of the most important sources of revenue.

During the fruit season thousands of tons of fruit are shipped in fresh state to the great markets of the coast cities, while immense quantities are taken to the local canneries established here some years ago. Vegetables are also canned at this plant, to find their way to every part of the civilized world.

The canning industry is one of the most important of Alameda county, activities being carried on from the commencement of the fruit season in May to the close of the vegetable season in December. During the busiest time, in the late spring and summer, hundreds of operators are employed, peeling the fruit, sealing and labeling the cans for shipment. In this manner nearly one thousand men, women and children are given employment every year. During the few months that canning is closed a force of nearly one hundred men is maintained, shipping cases of canned goods or getting in readiness for the next season's activities. From San Lorenzo more than 400,000 cases of canned fruit are shipped yearly.

One of the sources of wealth in this community is the dried fruit industry, which is carried on privately by large and small orchardists. Apples, pears, peaches, prunes, cherries, etc., are subjected to this process of preservation. The country immediately surrounding San Lorenzo is one of the best currant raising sections in California, the richness of the soil making the growing of this fruit most profitable. In proportion to the acreage laid out in currants, more cases of this fruit are sent out from San Lorenzo than from any other community in the state.

Rhubarb is also profitably grown in Eden township, San Lorenzo having an enviable reputation for the quality and size this vegetable attains in its fertile soil. Off 600 acres laid out in rhubarb 120,000 cases packed for shipment is considered a good average crop.

The growing generation of San Lorenzo is fortunate in having one of the best educational establishments in Alameda county. The grammar school has an average daily attendance of 260 children. The San Lorenzo school district is one of the oldest in the county and for its size one of the wealthiest. A school building was erected thirty-five years ago. A short time ago, however, a new schoolhouse was built, later two wings being added to the main structure at a cost of \$10,000. The building is one of the best in the state. The present board of school trustees, consisting of H. H. Gansberger, A. P. Brown and J. J. Smith, is acknowledged one of the most progressive in the county.

### The Oakland Photo Theater

The Oakland Photo Theater is indeed the forerunner of a new era in the motion picture world of today, and by the advance notices already sent out from this wonderfully beautiful and ingenious home of better and worthier photo plays we look for higher standards of censorship that will be rigidly maintained, the stepping stone from the one-time nickelodeon to the most modern of photo play theaters.

The decorative effects and furnishings are of a soft, pleasingly restful nature, so essential to the comfort and pleasure of the patrons and proper production of the best in motion pictures. The color scheme is of a golden brown tone. The walls are paneled each panel being surmounted by an heraldic escutcheon so that the general effect of the interior of the theater carries one back to the time of the Norman French.

Not above mention is the ladies' rest room. Enclosed in walls of a beautiful peacock cretonne and furnished with roomy willow easy chairs, mirrors and walnut dressing tables, this makes a most attractive and comfortable withdrawing room.

Among the many new innovations we might here mention the perfect system of ventilation, the dozen exits and score of devices for fire protection, the steam heating plant and the large roomy, well-balanced seating arrangements.

The photo play organ, from which so much pleasure has been derived, is a most essential feature to the proper production of the high-class films secured by the management of the Oakland Photo Theater. This organ, a product of this beautiful and progressive city, was manufactured expressly for the use of this theater, and is the only one in existence of such size and unlimited possibilities.

Oakland is to be congratulated in having such an up-to-date motion picture house within her bounds, significant of the advanced prosperity enjoyed by our mother city.

### American Photo Player Co.

Among the newer manufacturing enterprises is the American Photo Player Company. This concern, organized about four months ago with one man employed, now has a well-equipped factory with twenty employees.

They have recently completed a Photo Player for the New Oakland Photo Theatre, which is a wonderful achievement, bringing out the different sentiments expressed in the picture by electrically played music, fully controlled by the operator, representing the various instruments of an orchestra, and so constructed that by touching a button a change from the piece being played to another to conform to the change in the picture can be made instantly. The fact that this is entirely new and fully protected by patents and being a money-making proposition for theatres of this class the orders are coming, without solicitation, faster than the work can be turned out.

The company also converts the ordinary electric piano into a real musical instrument of merit.

B. R. Vaikenburg is manager of this company.

## BERKELEY'S IMPROVED TRANSPORTATION



BERKELEY is feeling the benefit of improved transportation facilities—urban and inter-urban. The remarkable growth of population shown by the last federal census, making Berkeley the fifth city in the state as to size, still continues, and it is admitted that aside from the natural advantages and attractions of the university city the betterment of means of ingress and egress has had much to do with drawing favorable attention to the community. You will be interested in these population statistics:

Population of Berkeley in 1910..40,434  
Population of Berkeley in 1900..13,214

Gain in ten years.....27,220

This is an increase of 206 per cent.

A plan of more than passing importance to all the people has been broached by the Berkeley Chamber of Commerce, namely, to extend the harbor line westward, and although years may pass before it is realized, it is entirely practicable, and steps are being taken to safeguard the city's interests in relation to this development of the waterfront. Application has been

made to the federal authorities for permission to place the bulkhead line more than a mile to the westward. If this be granted the project contemplates the running of a stone wall along the new limits, and filling in with the soil from dredging a ship channel, thus affording harbor facilities for deep-water vessels capable of handling all freight supplies for our city. It is estimated by engineers that the outlay for this work would amount to \$5,000,000, and that the value of the land thus rescued from the mud flats would be at least \$10,000,000. Under recent rulings by the state authorities it is expected that this added property would be under the control of the municipal government of Berkeley, and could be utilized in the way of encouraging the establishment of warehouses and factories, where rail and ship might meet in the handling of bulky trans-continental freights.

It is as an educational center that Berkeley prides itself, and its history in this respect is sufficient ground for gratification. Here is the seat of the University of California, recognized as one of the great institutions of learning of the world. The California Institution for the Deaf and the Blind is another admirable school which imparts instruction to many children who otherwise would want for the mental development which



A. S. COHN



J. COHN

Proprietors of the Bell Theater, Model Photo Theater, Oakland.

## BELL THEATER

SAN PABLO AVE., OPP. CITY HALL

Playing Exclusively the World-Famed Attractions  
of the SULLIVAN & CONSIDINE CIRCUIT

FROM THE ATLANTIC TO THE PACIFIC



This circuit, with its advantageous Eastern connections, offers the vaudeville performer continuous engagement of 52 solid weeks' booking each year—in other words, every act in this circuit is assured of a continuous engagement through the immense string of S. & C. houses reaching from coast to coast. This is something no other vaudeville circuit has been able to accomplish.

EVERYBODY GOES--EVERYBODY ENJOYS IT!

## YE LIBERTY PLAYHOUSE

DIRECTION H. W. BISHOP

THE BEST PLAYS at POPULAR PRICES

Tonight—All  
This Week

Sweet Nell of Old Drury

Great Cast, Including Marjorie Rambeau, George Soule Spencer and All the Liberty Favorites

Week of Monday, January 22—First Time in  
Oakland

Week of Monday, January 29—First Time in  
Oakland

A Gentleman of Leisure

Recent New York Comedy Hit

Week of Monday, February 5th—Dickens'  
Centennial Week

THE OLD CURIOSITY SHOP

First Time in Oakland

Opening Performances (Monday) and Wednesday, Saturday and Sunday. All Seats 25c.  
Evenings (Except Monday) 25c and 50c.

Bonnie Lorna Doone

From Blackmore's Famous Stories

Week of Monday, February 12th—First Time  
in Oakland

BOBBY BURNIT

By the author of "Get-Rich-Quick-Wallingford."



## City of San Leandro's Progress and Prosperity

(By MAYOR J. J. GILL of San Leandro.)

**S**AN LEANDRO, one of the most favored spots in California, is, besides a manufacturing and agricultural center, a city of homes, there being more prosperous families within its boundaries than almost any other city of its size. In proportion to its population, more of its residents own their own homes than almost any other community on the Pacific coast. This is largely the result of the wise, far-seeing policy of owners of large building tracts, who have steadfastly resisted the temptation to inflate values and have held choice building lots at prices, and on terms, within reach of purchasers of modest means.

Another feature that distinguishes San Leandro is its miles upon miles of macadamized streets, upon which thousands of dollars are expended yearly. These thoroughfares are unexcelled by any in the West and are celebrated among autoists. The board of town trustees is now contemplating a bond issue in which will be included a large sum for the further improvement of the city's streets. Estudillo avenue, which runs at right angles from Hayward avenue and reaches to the Foothill boulevard, a distance of exactly one mile, is said to have no rival in any part of the country. With its long lines of wide-spreading locust trees on either side, the avenue is acknowledged one of the show places of this section. It is a popular drive and a great rendezvous for motorists.

### IDEAL MANUFACTURING LOCALITY.

Manufacturers find in San Leandro unsurpassed advantages for the successful, convenient and economical prosecution of many branches of industry. Land suitable for the establishment of manufacturing plants can be secured within easy access of two transcontinental railroads. The tax rate is low. These conditions, with a climate in which men are able to work every day in the year, makes this locality specially advantageous for capital seeking investment.

The excellent and in every way up-to-date San Leandro grammar school, under the principal ship of C. B. Crane, affords the growing generation admirable educational facilities. The institution, recently completed at a cost of \$70,000, has an enviable reputation for the high standing and scholarship of its students. A manual training course, in which girls and boys are trained in the useful arts, was recently instituted. Another educational institution of note is St. Mary's Convent, where girls are educated under the care of the Dominican Sisters. Here all the English branches are taught, as well as languages, music, drawing, painting, fancy work, etc.

### MUNICIPAL IMPROVEMENTS.

San Leandro is provided with all the modern municipal improvements, including electric arc lights on its main thoroughfares, an efficient fire department, and over twenty miles of modern sewers, assuring admirable sanitation.

The board of town trustees is now contemplating the calling of a bond election for about \$50,000, the object being to rebuild the present town hall and improve the fire department by the purchase of additional fire-fighting apparatus and the installation of a fire alarm system. It is also planned to set aside a sum for the improvement of a number of streets.

The recent quarterly reports submitted by the three banks doing business in San Leandro shows the community to be the wealthiest, per capita, in California, with the exception of Pasadena. The population of the city is approximately 3600 and the bank deposits show the average wealth of the citizens to be \$4000.

What the future of San Leandro will be may be faintly surmised, when it is considered that within a radius of thirty miles there is a population of over one million souls.

# MACDONOUGH THEATER

Plays All Leading Attractions

F. H. GIESEA, Manager

## COMING

"THE VIRGINIAN" .....	January 18, 19, 20
THE ABORN OPERA COMPANY IN "THE BOHEMIAN GIRL" .....	January 21, 22, 23, 24
"THE ROSARY" .....	January 25
"MADAME SHERRY" .....	January 26, 27
"THE RED ROSE" .....	January 28 to February 4 (inclusive)
"GET-RICH-QUICK-WALLINGFORD" .....	February 5, 6, 7
LESLIE CARTER .....	February 8, 9
MUTT AND JEFF .....	February 10
"THE DEEP PURPLE" .....	February 11, 17 (inclusive)
KINEMACOLOR PICTURES OF "THE DURBAR," ETC. ....	February 18, 29 (inclusive)
"EXCUSE ME" .....	March 1, 2
"ALMA, WHERE DO YOU LIVE?" .....	March 3, 4
"THE YIDDISH PLAYERS" .....	March 5, 6
THE NEWLY-WEDS .....	March 7, 8, 9
ALICE LLOYD IN "MISS FIX-IT" .....	March 14, 15, 16, 17
"MADAME X" .....	March 21, 22, 23
LULU GLASER IN "MISS DUDDLESACK" .....	March 25, 26, 27
"REBECCA OF SUNNYBROOK FARM" .....	March 28, 29, 30
ELSIE JANIS IN "THE SLIM PRINCESS" .....	April 8, 9, 10
LOUISE GUNNING IN "THE BALKAN PRINCESS" .....	April 14, 15, 16
"THE PINK LADY" .....	April 29, 30
"OVERNIGHT" .....	May 5, 6, 7
BLANCHE BATES .....	May 13, 14, 15
THE SPRING MAID .....	May 16, 17, 18
MAUD ADAMS .....	May 21, 22, 23

Also time is being arranged for "The Chocolate Soldier," "Every Woman," John Mason, William Faversham, "The Follies of 1911," The Friars Road Show and other notable attractions, for which the dates will be announced later.

Mail orders accompanied by check for  
any of above attractions accepted now

## About the Orpheum Shows

People are usually too busy, making money, eating or drinking, going to church, marrying or giving in marriage, to bother about the exact reason why a theatrical show is "very good" or why it is otherwise. A great army of Oakland folk go to the Orpheum every week, enjoy themselves, leave with a splendid taste in the mouth, and never give one moment's thought to figuring out "why" or "how" the show they have witnessed pleased them so thoroughly. Perhaps it is just as well that things go that way, but it will do no harm to stick a pin right here, and direct the Oakland theater-goers' thought to two things.

First, when you see a complete Orpheum show in Oakland you see the most expensive entertainment, with the exception of grand opera, that it is possible to put on the stage. The old notion that vaudeville was a cheap entertainment is a very old and foolish notion. It is a completely "worked" out notion.

Vaudeville is the most expensive thing in the world—in the stage world. A list of the stars that are engaged and the salaries paid would dazzle even those who are used to big figures. There is no vaudeville artist on the Orpheum stage but what represents a salary that would be counted affluence by most people. The kings and queens of the procession are paid fabulous sums. The total is immense. The point is, that when you witness an Orpheum show you receive immense value for the money paid at the door.

Second, the entire world is combed and searched for the Orpheum vaudeville attractions that are sent to Oakland. Europe contributes its best and Asia, Africa and South America are not overlooked when it comes to finding talent for the Oakland Orpheum. It goes without saying that the best there is in America is sure to be procured, sooner or later, for this theater.

There one sees the secret of the wonderful success of the Orpheum theater. With the world for a field in which to glean, and with unlimited money to expend for talent, it is a foregone conclusion that the shows should be just exactly what they are—the finest of vaudeville, brought to the very doors of Oakland theater-goers, ready to be enjoyed by them at a mere trifle of expense.



MR. M. MEYERFELD Jr., President of the Orpheum Company, San Francisco.



MR. MARTIN BECK, General Manager of Orpheum Company, New York.



## Hayward Developing As Petaluma's Rival

(By MAYOR CHARLES HEYER.)



AYWARD and the surrounding country are fast coming to the front as a poultry center, and in the amount of eggs marketed and chickens hatched annually this city is running Petaluma a close second. The industry, on large proportions, is comparatively recent, the fact that the climate and nature of the soil are ideal having been brought only lately to the notice of poultry men. No section of California offers greater advantages for the successful raising of poultry. The sandy loam soil, excellent water and good drainage of the land have attracted hundreds of chicken ranchers to this section in the past two years. An important factor in the industry is the nearness of the great markets of Oakland and San Francisco, from where fresh eggs and dressed chickens are shipped in every direction. The estimated production is more than 5,000,000 dozen eggs annually, to say nothing of the hundreds of thousands of chickens raised each season. Hundreds of acres of valuable land are laid out as poultry farms and give their owners a good percentage of profit on their investment.

### EDUCATIONAL FACILITIES.

The Hayward grammar school is one of the finest in Alameda county, consisting of the main building and an annex. There are fifteen class rooms now occupied, a spacious hall, a library and a large auditorium in the main building and four class rooms in the annex, three at present being occupied. The fourth room is to be equipped soon and an additional teacher appointed.

The enrollment during the whole term of 1910-1911 amounted to 903 pupils, this being the heaviest registration in the history of the department.

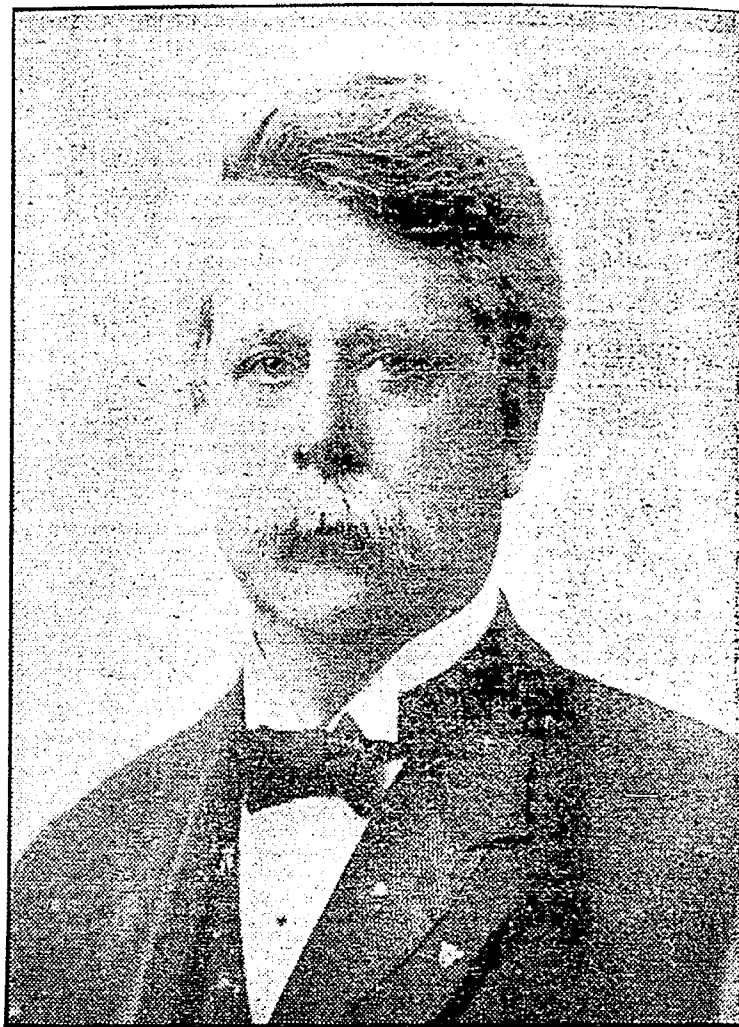
It is proposed by the board of school trustees, representing the Union high school district No. 3, to call a special bond election in the sum of \$80,000 for the construction of a new school building and the purchase of a site, which has already been selected by the voters. While the present school facilities are excellent the fast-growing population needs a larger and more up-to-date school building.

Hayward and its undeveloped resources have been advertised far and wide through the continuous publicity campaign carried on by the Hayward Chamber of Commerce under the presidency of William Angus. It is at present doing energetic work along development lines and recently issued a booklet with statistics of local activities and a map of the surrounding country. This has been sent to railroad offices and other distributing centers throughout the country. The chamber has steadily backed the progressive policy of the trustees.

Among the civic bodies of Hayward the Hill and Valley Club is acknowledged a leader. It was organized at the home of Mrs. John Allan Park, March 14, 1910. The organization is composed of women and is affiliated with the State Federation of Women's Clubs. A committee was recently appointed to look after the welfare of the school children in the district. Already it has done important work in that line.

## HARMON BELL

Leading Lawyer of the California Bar.



To write a history of the active leaders of the present California bar—of the men who make new law and compel an intelligent interpretation of the old—without placing in the front rank Harmon Bell, Esq., of Oakland, would be like witnessing Hamlet with the Dane eliminated. It cannot be fairly said that Mr. Bell is of the Oakland or San Francisco bar. A native son, he is claimed by the profession as belonging to all California; indeed, to the entire Pacific coast.

Harmon Bell was born in Oakland, Cal., March 23, 1855, the son of Samuel B. and Sophia Walsworth Bell. Samuel Bell, D. D., was a man distinguished both in religious and political life in the early days of this state. He was pastor of and built the First Presbyterian church of Oakland, and one of the founders of the College (now University) of California. He represented Alameda and Santa Clara counties in the State Senate, 1857-1858. He was a strong and logical speaker. The session of 1857 was the first in which the Republican party had representation, that party of which the elder Bell was one of the organizers in this state. He was elected legislative delegate from San Francisco and Alameda counties. Some extracts from Dr. Bell's speeches appear in "California Anthology."

Young Bell received a thorough education. He began the study of his chosen profession in the office of Dirlam & Leyman, in Mansfield, O., and finished in the office of Judge Turner A. Gill of Kansas City, where he was admitted to the bar of Missouri in 1880, where he resided for many years. He was elected to the legislature from Kansas City for two years, and practiced law there until 1898, when he returned to California, opening up offices in San Francisco. From that time on he has acted as chief counsel for the Oakland Traction Company, Key Route and Realty Syndicate. He has commodious offices well fitted for the extensive practice, with one of the best libraries at his command. He is a competent and devoted lawyer, possessed of many engaging qualities and inspires a kindly feeling in all who come to know him.

Mr. Bell is a member of the Masonic order, and Shriner and a Knight Templar of Oakland Commandery, also a member of the Elks and Native Sons. He has always been a Republican in politics, although first of all considering in his mind what is for the interests of the whole country. He was married in 1880 to Miss Catharine Wilson, daughter of A. J. Wilson, Esq., and Margaret Wilson of Santa Barbara, early pioneers in California. Two children born of this union are now living, Traylor W., now a partner of his father, and Joseph S. The family home is in Piedmont.

**HUMBOLDT COUNTY LANDS  
FORT SEWARD**

**EAST LAWN  
(BUNGALOW PARK)**

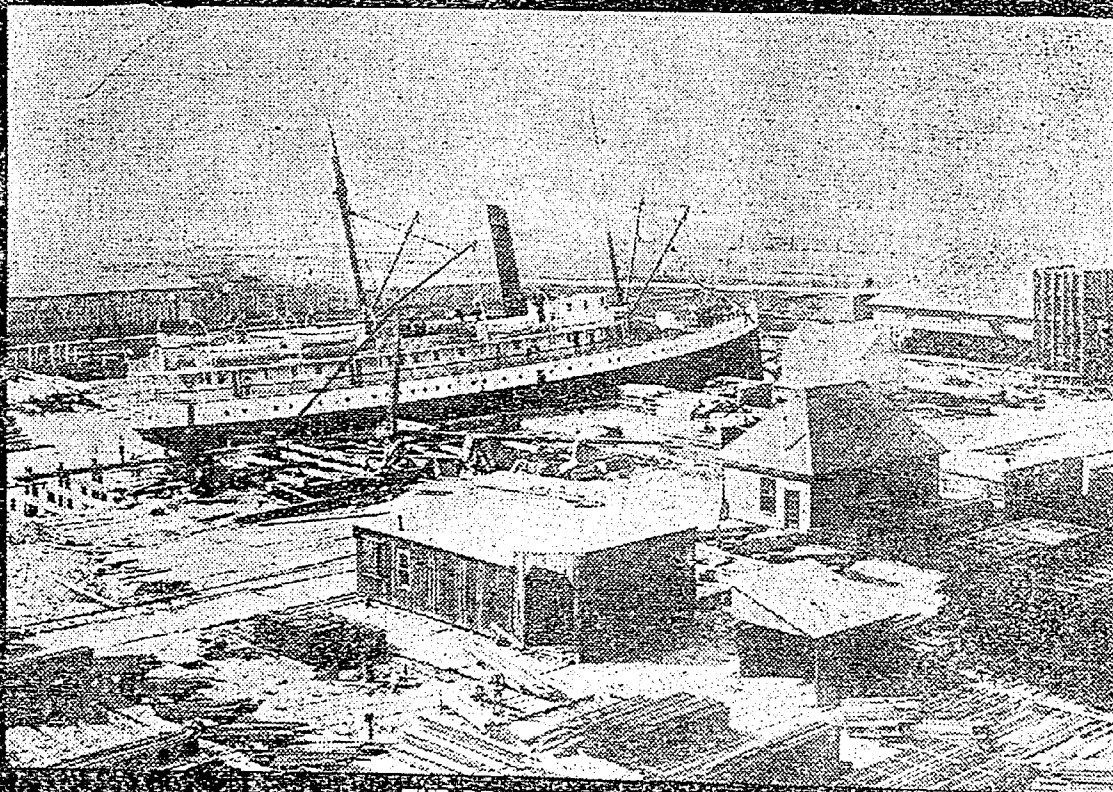
**BEST CITY PROPERTY  
BUSINESS AND RESIDENCE**

**GRAND AVENUE HEIGHTS  
(HOME SITES)**

**Perfecting  
An  
Expert Loan  
Department**

**Insurance  
Bonding  
Leases**

**Business  
Handled  
in a  
Broad Way**



THE DE FREMERY WHARF  
DE FREMERY WHARF AND LAND CO.

**A  
GROWING  
FIRM IN  
A  
GROWING  
CITY**

**Service  
Backed By  
Dependability**

**FRANK K. MOTT CO.**

**1060 BROADWAY**

**OAKLAND, CAL.**



## Management of City Finance and Revenue

(By JOHN FORREST,  
Commissioner of Finance and Revenue.)



**E**CONOMY in the running of the city is of as great importance as efficiency. It is to the department of finance and revenue that the taxpayers must look to guard against useless expenditure of money, and to be in some sense a check upon the handling of the finances of the city in a manner that would tend toward extravagance.

Under the old charter this function was performed largely by the finance committee of the City Council. But owing to the fact that this committee met only once in two weeks, the extensive labors demanded in the checking over of claims and accounts received less attention, perhaps, than was to be desired. This is in no way a reflection upon the men who composed the membership of the finance committee from time to time, but was a fault in the system.

### SAVING TO THE CITY.

The new charter creates the position of commissioner of finance and revenue, and if the charter in this respect is to make itself felt as an improvement on former methods, that office must be presented in the light of a real saving to the city rather than as an added expense. It is the opinion of the incumbent that the office is one that has a valid reason for existence, and one that works an actual saving to the city.

The department of finance and revenue has supervision of all the financial affairs of the city government. All demands on city funds must be acted upon by the department before approval by the council.

To this end an elaborate system of checking accounts has been installed which makes it virtually impossible for a demand of a questionable nature to go through without being discovered and carefully investigated. The offices of purchasing agent and city expert accountant, filled by James Nelson and L. G. Jordan, respectively, were created to work as an auxiliary in this checking system, and with the additional careful supervision of the city auditor, George Gross, this feature of the financial affairs of the municipality receives adequate handling.

### FIXING THE TAX LEVY.

The charter also requires the commissioner of finance and revenue to submit an estimate of the probable expenditures of the city government to the council annually, the actual fixing of the levy, however, being the work of the council.

The changes occasioned by the adoption of the new charter have probably had less effect upon the city treasurer and tax collector's office, to which Edwin Meese has been reappointed, than upon any other department of the city government. The reason for this is that the sections of the city charter referring to this office are virtually the same as in the old charter, only a few minor changes having been made.

New duties have been added to the office of treasurer, however, in that he is made the banker of the city, thereby greatly increasing the work of the office. All moneys coming into the hands of any official of the city by reason of official position must be deposited with the treasurer, no individual funds and accounts being carried by the departments and offices in the banks as heretofore. Money can be drawn from the treasury only upon the presentation of the proper vouchers countersigned by the auditor.

### TAX COLLECTORSHIP.

The work of the other branch of the office, that of the tax collectorship, has been greatly increased. Over 54,000 separate bills must be written and handled. Especially during the period of the actual collection of taxes and last week of tax time the requests for segregation of bills are so heavy that the office force works late into the night to keep up with the demands.

The correspondence of the tax collector has increased immensely. During the month of November over 4000 letters were answered. Requests for tax bills came from almost every portion of the civilized globe, and each had to be individually cared for by the office force.

The report of City Treasurer Meese showed a balance on hand at the close of the calendar year, 1911, of \$2,545,397.07. Of this amount a large percentage consisted of bond moneys for permanent improvements which will be disbursed this year.

Four epoch-making events in the history of Berkeley have been named, as follows: Establishment of the University of California; advent of the first steam railroad on Shattuck avenue, connecting with the transbay ferry; introduction of competition by Key Route with swift electric trains, and completion of Southern Pacific electric railway service.

## WRIGHT'S ELECTRIC FARMS

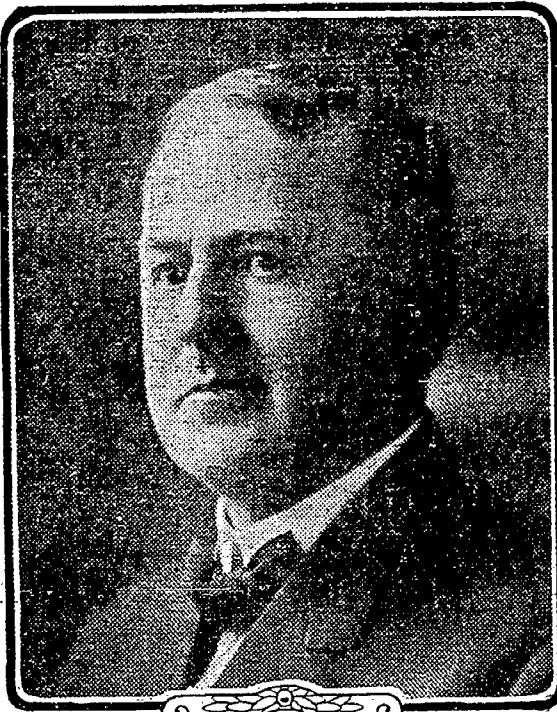
Live Wire Realty Salesman Wanted.

We want you if you are a live one. We want you if you know the value of a progressive idea. We want men who must make big money. We want ten-thousand-dollar men. We want you to sell "Wright's Electric Farms." "Wright's Electric Farms" represent the newest method of making the most money out of the land. "Wright's Electric Farms" are for the practical farmer who is alive. "Wright's Electric Farms" offer happiness, contentment, prosperity to the mechanic, the professional man, the business man. "Wright's Electric Farms" are harnessed with the power of the Sierras. We will sell 40-acre farms of the richest land in the state, 25 miles from Sacramento, and reached by the Southern Pacific, Western Pacific and Northern Electric railroads. We will bore a well with a semi-artesian flow. We will install a pump and electric motor, guaranteed to irrigate every acre. We will build a modern house and barn. We will bring electric current direct to each farm to irrigate the land, to light the house or for any other use. We will establish a Farm City, with electric-lighted roads, and with schoolhouses, churches, library, phone, mail delivery.

We will sell this land for \$160 an acre, INCLUDING ALL IMPROVEMENTS; 25 per cent cash, balance on easy terms. Write or wire us for further information. ASK ANY BANK.

J. W. WRIGHT & CO.,  
228 Montgomery St., San Francisco, Cal.

## C. F. Horner.



Mr. C. F. Horner, assessor of Alameda county, was born in Irvington, November 11, 1858, and spent his school days in Alameda county at the public schools and finished his education at Washington College at Irvington.

Mr. Horner first entered public life about eleven years ago as supervisor of Alameda county. In 1879 Mr. Horner went down to the Hawaiian Islands and remained there for over fifteen years. He was engaged in the sugar business and had charge of the Lahaina plantation on the Island of Maui for over ten years. He was a very popular man down at the islands and was a member of the legislature in 1887-88 under the reform government, and made an enviable and excellent record. He finally sold out his interests there in the sugar plantations and sailed away for his native home in Centerville, Alameda county. He purchased property there and started to live again as a resident of California.

Mr. Horner comes from a pioneer family, his uncle, John M. Horner, having come to California in 1846. His father, W. Y. Horner, came a little later, having arrived in 1849, three years after his uncle's arrival.

His father bought extensively in San Francisco upon his arrival and laid out Horner's Addition to San Francisco, which is now one of the most valuable and beautiful spots in the new city. The Horner family brought the first flour mill around Cape Horn by sailing vessel that made the first sack of flour in the state. The flouring mill was situated in Union City, near Alvarado, in Alameda county, and it was erected in the early part of the famous "fifties." In those early days the Horner family owned pretty near the whole country around Centerville and were known by everybody as progressive and law-abiding citizens.

Mr. Horner was elected eleven years ago as supervisor and was re-elected twice afterwards. Mr. Horner was appointed assessor in July, 1911, by the board of supervisors to fill the unexpired term of Henry Dalton, who was sent to state's prison for ten years by the courts for attempting to blackmail the Spring Valley Water Company out of \$25,000. Mr. Horner was selected to fill the position of assessor of Alameda county on account of his high integrity and general reputation as a man of honor and character. He has a host of friends who have the greatest confidence in him, and it is a positive fact that affairs have improved very materially since Mr. Horner has taken charge of affairs at the assessor's office. It is the intention of Mr. Horner to be just to all in the administration of his duties as assessor. He will act with impartiality and strict honesty and fairness towards all the citizens of Oakland.

Mr. Horner is a very popular man among his friends and is a member of a number of fraternal orders, among which are the Masons, Odd Fellows, Elks, Native Sons, Druids, Knights of Pythias, U. P. E. C., Moose, Nile Club of Oakland and other societies.

## Gold Medal Waterproofing Co.

Editor's Note.—This article also appears on a later page of this magazine, but is herewith printed again, giving the correct address of the firm.

The Gold Medal Water-Proofing Company are manufacturers of all lines of water-proof goods, and their celebrated Gold Medal clothing stands unsurpassed for quality and durability. This enterprise is located at 1150-1153 Twenty-fifth avenue, in East Oakland, and is among the growing industries of Alameda county.

This is the largest and best equipped industry of its kind on the Pacific coast, and is operated by men who are well versed in this branch of enterprise, Mr. J. W. Phillips being general manager. Their modern dryer is equipped with water-proofing machinery of the latest design, and has a capacity of 24,000 yards of finished material a week.

The output of the plant has been increased over last year by 33 per cent.

The productions of this concern embody all that good material, expert workmanship and a thorough knowledge of the business can produce, and the growing patronage enjoyed proves the superior quality of their goods. This company issued a booklet, giving the various lines of their productions, and showing the merits of their output, which they will gladly send to any one writing them. The Gold Medal Water-Proofing Company is an institution conducted upon the highest business principles. Their productions are of the highest grade and their industry forms an important link in the chain of Alameda county manufacturing establishments. They offer courteous treatment and honest dealing to all, and a trial of their goods is convincing proof that they stand second to none.

## Norman F. Hall Co.

BOOK BINDERS' SUPPLIES,

545-547 Mission Street,  
San Francisco, Cal.



Edward E. Gehring.



Burton J. Wyman.

—Bushnell, Photo.

## Gehring & Wyman

Attorneys at Law

Suite 211-212-213, Commercial Building.  
Northwest Corner Twelfth and Broadway.  
Entrance Twelfth Street. Oakland, Calif.  
Telephone Oakland 4276.

## Dutton Manor

20 Minutes to  
Broadway.

38 Minutes to San  
Francisco.

Lots 100x125. \$1750.

No Interest. No  
Taxes. Easy  
Terms.



G. A. Lewis, Pres.  
Webster Photo.

REAL ESTATE

**LEWIS & MITCHELL**

INCORPORATED.

INSURANCE



A. R. Mitchell, Secy.

Includes All Street  
Work.

Sidewalks, Sewers,  
Gas, Electricity,  
Cement Curbs.

Southern Pacific  
Electric Will Run  
Past Dutton Manor.

For the Speculator  
or Home Seeker.



## Social Life in the City of Berkeley

Vital statistics show Berkeley to be a veritable health resort, the death rate per thousand being only 10.6. Other cities that approach Berkeley in this are listed by the State Board of Health as follows: Oakland, 12.2; Los Angeles, 13.4; San Jose, 14.1; San Francisco, 15.5; Alameda, 15.6; Fresno, 16.1; Santa Barbara, 16.3; Santa Cruz, 16.5. The figure for the entire state is 14.1, which is a most remarkable showing for healthfulness. During the first half of 1911 the rate for Berkeley was only 9.5—an unusually good record even for Berkeley.

### SOCIAL LIFE IN BERKELEY.

Without the presence of the university and the various other educational and artistic institutions lend an air of refinement to the social life of the people. The events that may be enjoyed in connection with college life and activities alone furnish entertainments of an unusual nature. In this the Greek theater on the university campus is the focus of interest to citizens as well as to students, town and gown meeting on equal and cordial footing in these classic precincts.

So many enjoyable entertainments have been featured in this open-air auditorium that it has become famous all over the world, and the most brilliant actors and actresses look forward with longing to the time when their ambition to appear in the Greek theater at Berkeley may be attained. Among the artists who have performed here may be mentioned Sarah Bernhardt, Maud Adams, Bispham, Nordica, Gadski, Schumann-Heinck, Sothorn, Julia Marlowe, Hackett, Margaret Anglin and others of that rank in the musical and theatrical profession. Of the statesmen who have spoken from this platform the names recalled are President Taft, former President Theodore Roosevelt, James Bryce, W. R. Hearst (the donor of the theater), Woodrow Wilson, Eugene Debs, Governors Gage, Pardee, Gillett and Johnson.

### REALTY VALUES.

That valuations in Berkeley are not excessive is clearly demonstrated by the fact that on Shattuck avenue, between Addison street and University avenue, there is a sign on a lot which is offered for sale "to pay the debts of an estate, bids ranging about \$1025 a front foot to be considered," the lot being 19x150 feet in size. This property, which is almost in the heart of the business district, is assessed at \$400 a front foot, and it is learned from the city assessor's office that it is figured to assess property in that vicinity at \$500 a front foot next year. Proportionate assessments are found in different parts of the city.

### PANAMA-PACIFIC EXPOSITION INFLUENCES.

Berkeley will share with Oakland and the other east-side cities the immense benefits that will flow from being so close and so convenient to the site of the Panama-Pacific Exposition in San Francisco in 1915. The shrewdest observers, and those best informed regarding the location of the fair's prime features, predict that the chief attractions, the midway, and the main entrance will be at Harbor View, and that direct ferry service will be maintained between these communities and the big fair. This arrangement will cause thousands to take up their abodes on this side of the bay, as they will be able to reach the exposition as easily, economically and conveniently from this side as from the Palace, the St. Francis or the Fairmont hotels in San Francisco, and much more handily than they could get to the grounds from the Mission, the Richmond district or even from the Western addition.

Berkeleyans invite their friends, all for whom they have feelings of good will, to come and share in the advantages that spring from living in a well-governed city amid surroundings that are enjoyable, restful, health-giving.

## J. J. McElroy

Who Sees a Great Future for Our Water-front.



Among the many live wires who have so devoted their valuable time and energies to the furthering of Oakland's interests none deserve more credit than J. J. McElroy, the wideawake real estate and insurance man, located at 960 Seventh street.

This city can never fully repay Mr. McElroy for what he has done. The high esteem for which the people along Seventh street and on the water front hold for him has made it possible to secure united action from all classes, and many needed improvements that greatly redound to the benefit of this neighborhood and the entire community at large have been accomplished.

With other enterprising men from this district Mr. McElroy spent night after night at the city council in working out the bond

issue that eventually made it possible to start our comprehensive water front improvements. The Seventh street franchise, which gave Oakland the best electric train service in the world, a modern paved and lighted street, and a part of the profits of this valuable electric system, without one cent of expense to the taxpayers, is another of the fine improvements that will long stand as an example of what fairness and enterprise can do in dealing with big corporations.

With many other far-sighted citizens Mr. McElroy has invested heavily in property on Seventh street and along the water front. He built and owns the Standard warehouse, corner of Fifth and Poplar streets, where every modern convenience for handling commercial storage is to be found. These warehouses contain 50,000 square feet and he is now preparing plans for extensive additions.

In looking for locations where ship and rail meet, firms will find Mr. McElroy the best-posted real estate man around the bay. He has already secured ideal sites for several large enterprises and has practically all the best water front property listed on his books.

## N. W. Halsey & Co.

424 California Street, San Francisco.

When the city of Oakland contemplated floating a great bond issue for internal improvements there was some speculation among financiers as to what demand there would be for the issue that would include several millions of dollars, the sum to be used in the up-building of the waterfront, in purchasing new sites for schools and the construction of new buildings and a municipal auditorium. On May 6, 1911, the people of the city voted by a large majority to go into debt for an outlay of improvement that they deemed absolutely necessary for the future welfare of Oakland. Early in October, 1911, the matter had so far advanced that the city clerk commenced advertising for bids. The amount of bonds to be disposed of consisted of \$1,033,900 in school and auditorium bonds dated June 15, 1911, and \$624,000 municipal improvement bonds authorized in the city election of November 15, 1909, and dated January 1, 1909, both of the issues bearing interest at 4½ per cent, payable semi-annually at the city treasury of the city of Oakland and at the National City bank of the city of New York.

### N. W. HALSEY & CO. TAKE BONDS.

At the time experts in finance declared that Oakland was especially fortunate in being able to sell 4½ per cent bonds, as the tone of the money market was none too good and in view of the fact that Los Angeles had offered \$1,045,000 at the same rate during that interval and had received no bids, while \$800,000 in San Francisco bonds still remained unsold and were being dealt out in small quantities over the counter of the city treasurer.

However, the firm of N. W. Halsey & Co. of New York, Chicago and San Francisco was one of two bidders for the issue. The firm proposed to take the entire amount in conjunction with their associates and for the total of \$1,657,900 they bid \$1,662,711 and accrued interest to date of delivery. Representatives of the Halsey company stated to the City Council that the credit of the city of Oakland was the best of any municipality in the state and that the money for the purchase of the bonds would come largely from foreign investors. The premium offered by the N. W. Halsey Company amounted to \$4811 and entirely offset the amount it cost the city to have the bonds passed upon by attorneys who specialize in such affairs. On December 1, 1911, the bonds were delivered to the firm.

### BID OF HALSEY COMPANY BONA FIDE.

The bid of the Halsey company was accompanied by a certified check for \$35,000 in accordance with the rules of the council. The premium amounted to three-tenths of 1 per cent of the issue.

The Halsey company is one of the largest accredited bond buying establishments in the United States and the bid offered and accepted by the city of Oakland is considered by those well posted as one of the best deals that has ever been made by the municipality. The City Council voted unanimously on the proposition offered by the firm. At the time the issue was reduced to the smallest amount possible by the council on account of the money market. Nevertheless Halsey & Co. undertook to offer the best of prices and to handle the issue in its entirety. There will be a larger issue later on, as the entire amount voted amounts to close upon \$3,000,000, and the facility with which the last issue has been handled speaks well for future issues. Those purchased of the 1909 class will be used to further the construction work on the western waterfront. Of the remainder amount \$50,000 will be set aside by the city for preliminary work on the municipal auditorium.

### CORPORATION BONDS ARE IN DEMAND.

Alfred T. Brock, manager of the San Francisco office of the N. W. Halsey Company, stated recently that particularly nowadays were municipal bonds of a high character in great demand.

"If the city is right," he said, "there is little trouble in disposing of its bond issues. Oakland is particularly fortunate at this time in being able to dispose of its entire issue at such an advantageous rate. Its future is a bright one and financiers throughout the country are becoming acquainted with the fact."

Along those lines it may be of interest to the general public to know that the firm of N. W. Halsey does not handle construction or promotion propositions. The securities of the companies only which have demonstrated their earning capacity by successful operation, for a substantial period of time, are considered. Considering this fact the city of Oakland is to be congratulated that such a firm has undertaken to handle its bond issue. Further, the firm offers to its clientele only those bonds which have been purchased outright; in which, in other words, it has been willing to place its own money and it offers only those bonds which are worthy of carrying its recommendation.

### CARE USED IN SELECTING BONDS.

Halsey & Co. use the utmost care in the selection of corporation bonds it deals in and it sets such a high standard that probably not more than 1 per cent of the issues submitted to the firm meet with its approval. First the corporation, including municipalities as well, must meet the requirements as to capitalization, management, franchises and size of community served, as to whether it offers an ideal security for a bond issue. Public service corporations are pointed out by the firm of N. W. Halsey & Co. as another first-rate investment for the reason that even during the money stringency of 1907-08 there was scarcely any diminution in their earnings. The manner in which such issues are handled, including also the recent overtaking of the Oakland municipal improvement bonds, is interesting from the fact that a great outlay must be made by the concern before it finally takes over the bonds. The manner of its investigation and the extremes to which the firm goes in order to be sure of its risk includes a strict office analysis.

### HOW BONDS ARE CONSIDERED.

When the corporation or municipality on which it is desired to raise a bond issue first submit their offer to a banking firm, if the security seems adequate, the party of the first part are requested to submit full and complete data regarding itself. This the city of Oakland had to do. Halsey & Co. would consider the issue. If the office analysis is favorable a more formal examination is then undertaken. Attention is then directed to the community itself. Through its excellent office facilities and means of reaching every important part of the country, N. W. Halsey & Co., with its offices in New York, Chicago, San Francisco and Los Angeles and with representatives in Washington, St. Louis, Detroit and Omaha, keep in close touch with financial situations and are particularly qualified to

determine the value of any bond issues offered to the public.

Experts are hired to go over the situation thoroughly before any steps are taken to place a bid. Auditors go into books of the concerns and the accounts are investigated from every standpoint. Realizing that the success of its patrons depends upon the manner in which it places its confidence, the firm has thereby acquired an enviable position in the financial world.

### SPECIALTY IN CORPORATION BONDS.

While public service bonds are its specialty the N. W. Halsey firm deals in municipal bonds only when same present an unusually attractive character, and the fact that they are handling those issued by the city of Oakland speaks well for the issue at the very start.

From time to time when this city desires to float a bond issue, the public will know that its credit is of the first rate. Oakland is on the advance in all lines, particularly in the way of municipal improvement. The move calls for greater mercantile and industrial activity, for where the city itself manifests a disposition to progress the great firms depending upon the people are not slow in reaching out also and that Oakland has one of the brightest futures of any city in the West is conceded by all, citizen, manufacturer and financier.

## Burg Bros.

One of the oldest established firms engaged in the sale of Richmond realty is that of Burg Bros., of 660 Market street, San Francisco, and Richmond. The firm, consisting of Edward J. Burg and Carl H. Burg, embarked in the real estate business in a small way about nineteen years ago, and by their straightforward business methods and their fairness to their clients have succeeded in building up a business that has become one of the largest in the metropolis.

The courteous and efficient sales force they have gathered together has been the means of the remarkable record they have made in the handling of land.

During a single month recently no less than 342 lots were sold, with an aggregate value of over \$150,000, and in the past year and a half over \$1,250,000 worth of lots have passed through their hands. This is truly a record when one stops to consider that most of the sales are of single lots, selling for from \$300 to \$500.

The Burg Brothers have gained an enviable reputation among the buyers because of the judgment they have used in selecting their tracts of land in the fastest-growing sections of the district and because everyone who has bought from them has realized handsome profits on their investment. Five hundred to 1000 per cent profit in a few years is not unusual.

The Pullman section of Richmond, to which the Burgs have confined most of their recent transactions, cannot help but grow. All of the best avenues and boulevards and the Key Route extension run directly through it and the quality of the improvement work done by the Burgs on their property has won them much-deserved commendation. Every avenue and street through their property is now paved. Cement sidewalks have been laid and curbs and gutters put in. Water (and it is good water, too) has been piped directly to each lot.

The growth of Richmond and the Pullman district has been phenomenal and the enterprise and good judgment of the firm of Burg Bros. has been a great factor in the advancement of the city. One of the best indications of the faith of the firm in their properties at Richmond lies in the fact that Mr. Edward J. Burg is now contemplating a magnificent home there for his family.

### STATEMENT

## ITALIAN POPULAR BANK

Incorporated November 3, 1906.

Paid Up Capital .....	\$250,000.00
The growth of our Assets:	
December 31, 1907 .....	\$ 995,606.37
January 1, 1912 .....	\$3,061,653.05

### ITALIAN POPULAR BANK.

San Francisco and Oakland, Cal.

Officers—J. F. Fugazi, Pres.; Geo. H. Ferine, V. P.; F. N. Belgrano, V. P. and Cashier; K. T. Zoracco, Secretary; G. Ghigliurri, Branch Manager.

## J. C. Owens

Real Estate

## Richmond Properties

## Factory Sites Acreage

FOR SUBDIVISION

CORRESPONDENCE WITH MANUFACTURERS  
AND INVESTORS INVITED.

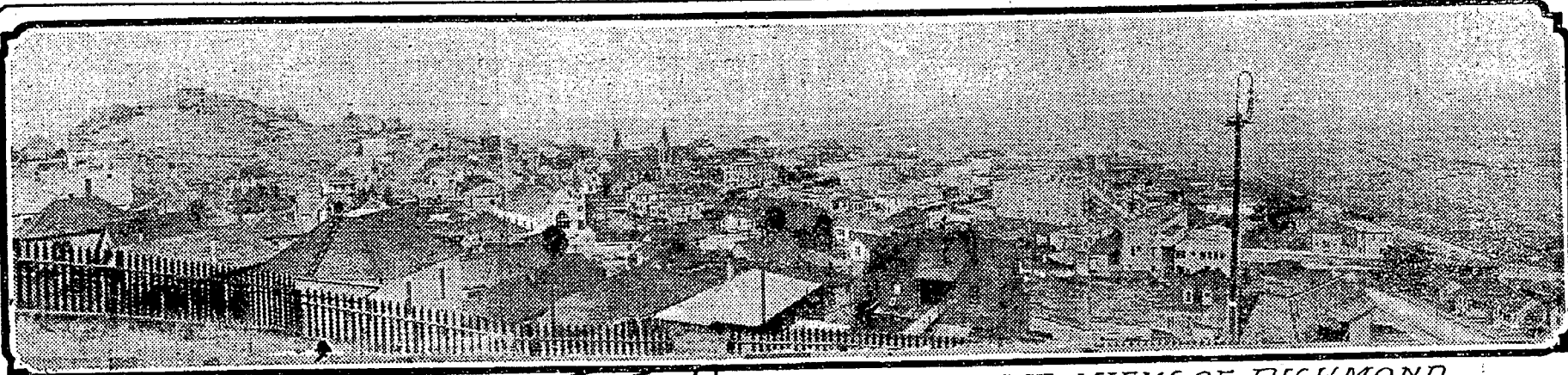
### OFFICES

687 Market St.,  
SAN FRANCISCO.  
Phone Sutter 812.

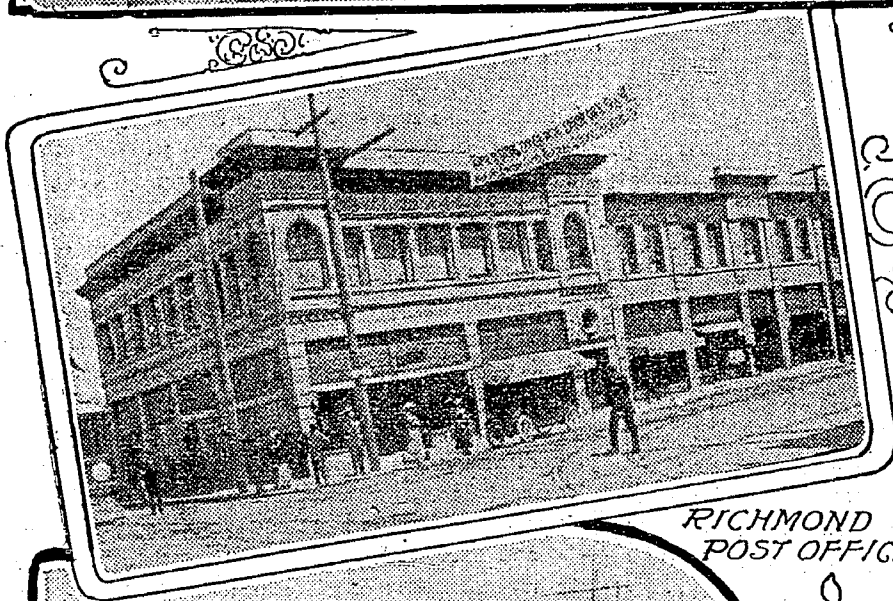
Berry Block  
8th and McDonald Ave.  
RICHMOND.  
Phone Richmond 1611.



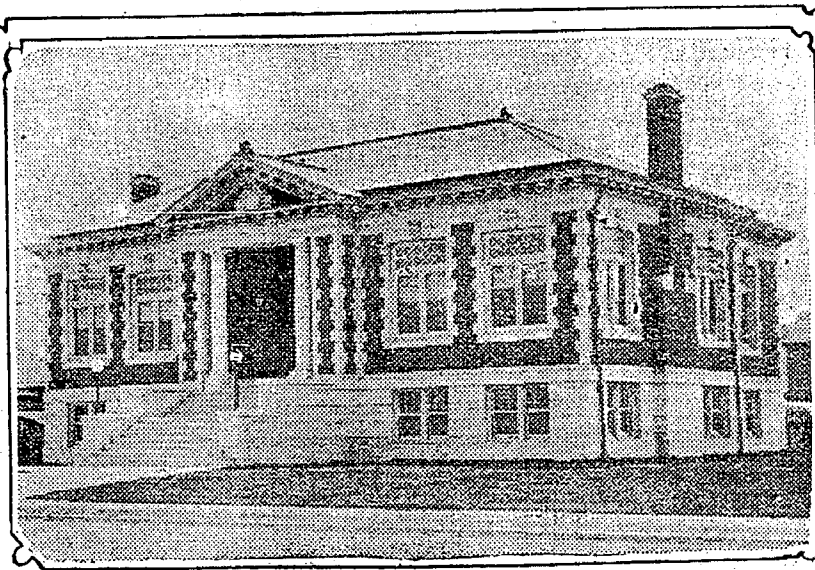
# SCENES IN RICHMOND A CITY OF SEVEN YEARS GROWTH



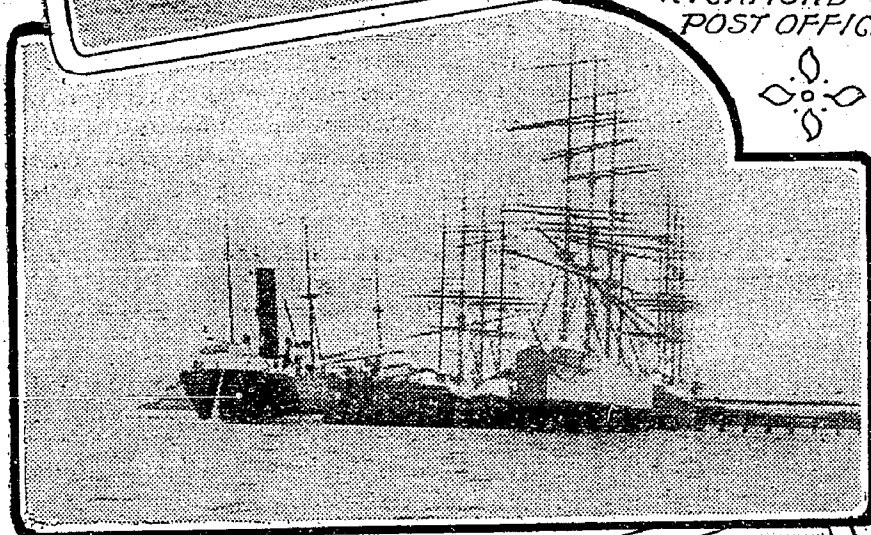
BIRDS EYE VIEW OF RICHMOND



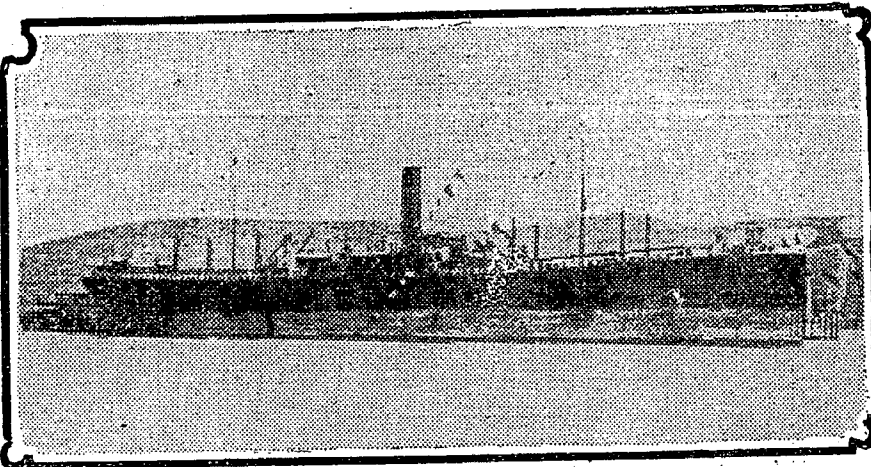
RICHMOND POST OFFICE



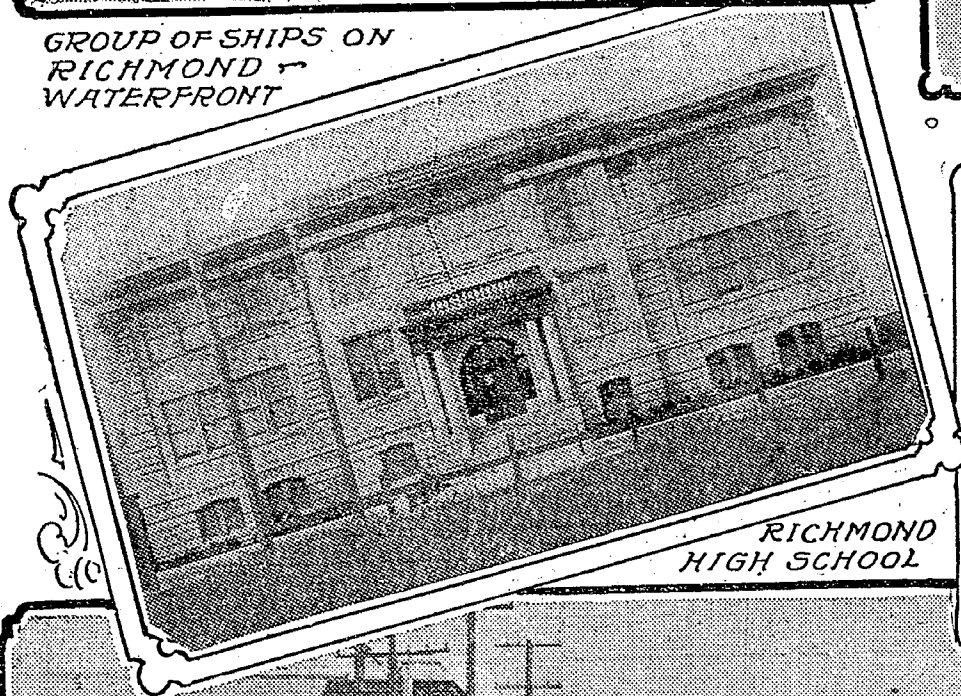
CARNEGIE LIBRARY RICHMOND



GROUP OF SHIPS ON RICHMOND WATERFRONT



OCEAN LINER LOADING OIL AT RICHMOND



RICHMOND HIGH SCHOOL



RESIDENCE STREET - IN RICHMOND -



McDONALD STREET RICHMOND'S MAIN STREET



# OAKLAND PAVING CO.

AND

# BLAKE & BILGER CO.

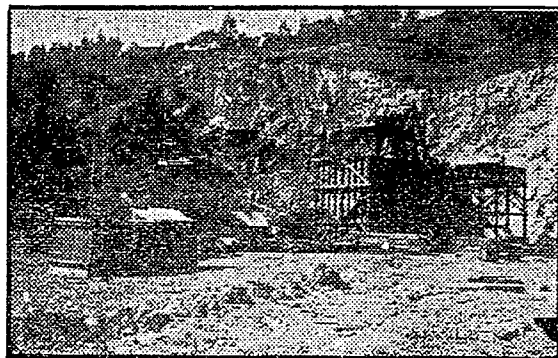
The great growth and expansion of our city has resulted in the creation of some very large interests in the contracting and building lines and the men at the head of this line of business have shown unusual business ability and acumen in keeping pace with our rapid growth. Particularly is this true of those interests that make a specialty of street and paving work for the many subdivisions and tracts that have been added to our city and who have supplied the material and have done the concrete work on some of our gigantic skyscrapers. Prominent in this connection are the men at the head of the Blake & Bilger Company, one of our largest interests dealing in building material, and are largest producers of crushed rock. They own one of the few quarries of blue rock, a material that has been proven to be the best of its kind and which enters largely into concrete work of high character. The directing heads of this company are also the heads of the Oakland Paving Company, our pioneers in this business. The Oakland Paving Company was established in 1868 and since then has done street work in every portion of this city and to them as much as to any other interest credit must be given for our splendid streets. They do all manner of general macadamizing and concrete contracting. Not only have they done the major portion of our street work, but they have also handled our largest and most important contracts. This company laid the first vitrified brick pavement in this community and are at present engaged in laying two and a half miles of asphalt pavement on Seventh street. This is the largest single

contract of its kind ever let on this side of the bay and represents \$300,000. They are also doing the concrete work on our new city hall, which when finished will be



F. W. BILGER.

one of the finest municipal buildings in the country, and will be the tallest building west of Chicago. This company also owns two quarries where they get the best rock for their concrete work. One of the quarries is located at Point Richmond and the other one is at McNear's Point. The men at the head of these interests are among our biggest and most prominent business men. Mr. Anson S. Blake is the president and is also identified in many of our other large commercial projects, among them being the Central National bank, of which he is a director. Mr. F. W. Bilger is the secretary and the active manager. Much of the company's successful business career is due to his energy and business ability. He is one of our most prominent and enterprising citizens, having for many years been the head of our Chamber of Commerce, and it was during his administration that much of the work was started which resulted in our present era of prosperity. He is one of our most public-spirited and enthusiastic citizens and can always be found prominently identified with the leaders in any movement or project which contemplates the expansion and development of our commercial and industrial resources. Mr. Edwin T. Blake is the superintendent of the company. He is a graduate from the college of mining of the University of California, and before having charge of the work for this company was connected with some of the largest mining companies in the world, notably the London Exploration Company, who owns the famous Treadwell mines in Alaska. The company's offices are in the Oakland Bank of Savings building.

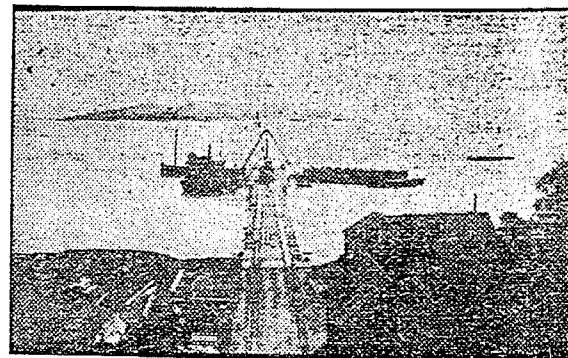


San Pedro Point Quarry, Marin County, showing face of quarry.

ANSON S. BLAKE, President.  
L. A. WITTENMEYER, Vice-President.  
F. W. BILGER, Secretary.  
EDWIN T. BLAKE, Consulting Engineer

## San Francisco Quarry Co.

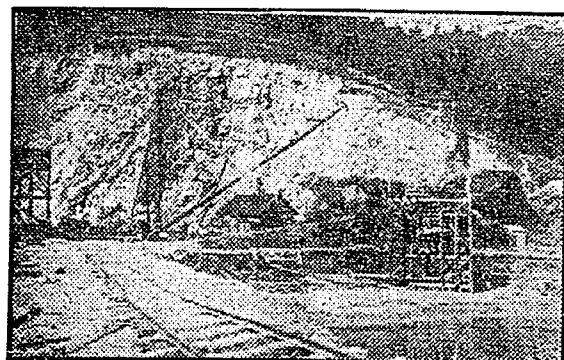
Office: Balboa Building  
SAN FRANCISCO.



Wharf at San Pedro Point, Marin Co.

Crushed Rock and Rubble at Any Point on San Francisco Bay

Shipments by Rail Routed Over Southern Pacific and Santa Fe Lines



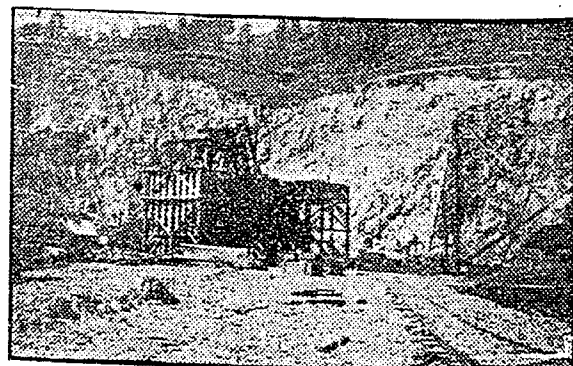
View showing face of quarry on east side.

Operating  
**San Pablo Quarry**

AT RICHMOND, CALIFORNIA.

**San Pedro Quarry**

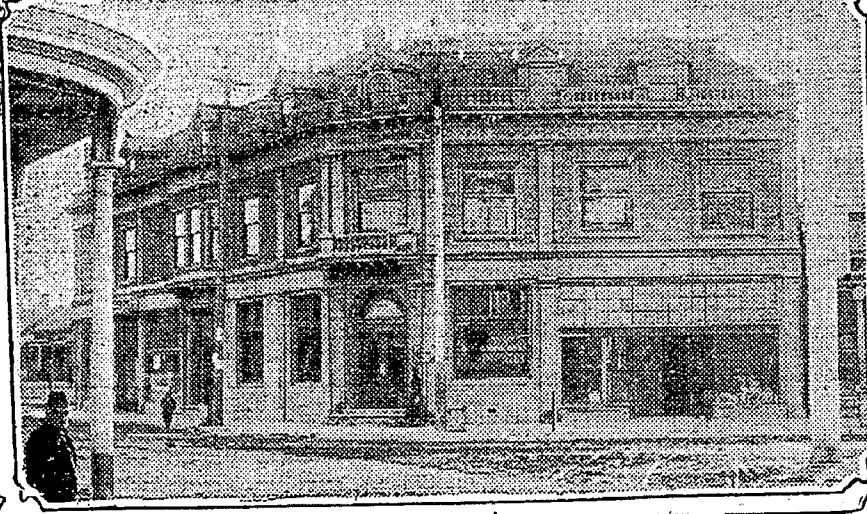
AT MCNEAR'S POINT, MARIN CO.



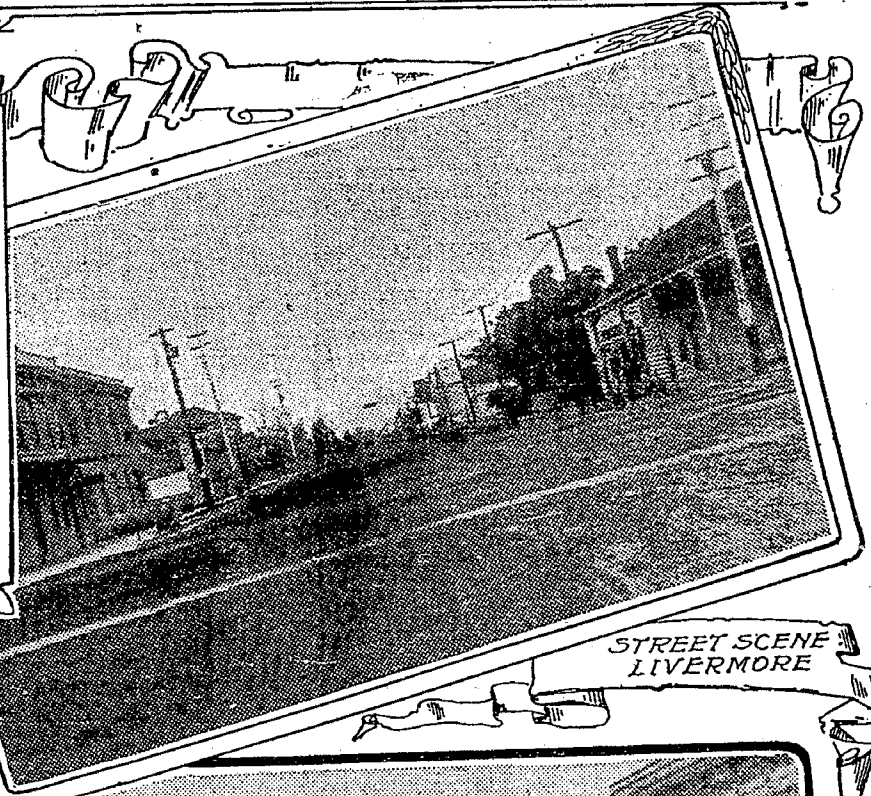
Crushing plant at San Pedro Point Quarry.



# STREET SCENES AND STRUCTURES IN LIVERMORE



FIRST NATIONAL BANK • LIVERMORE



STREET SCENE LIVERMORE



• LIVERMORE •



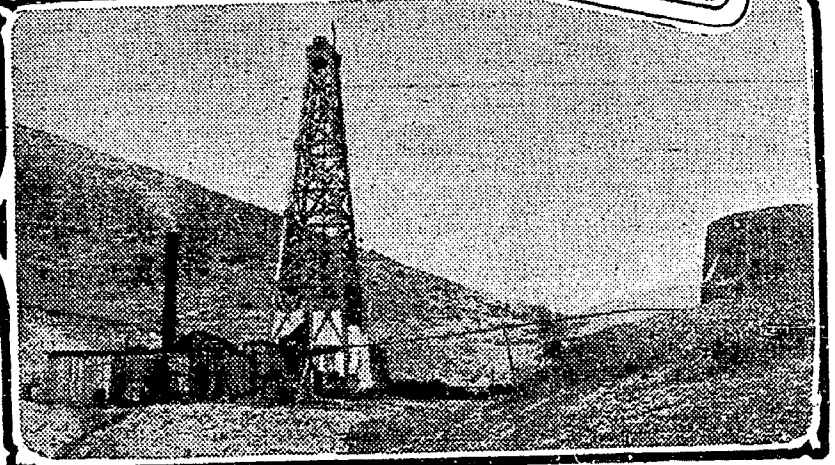
FARMERS & MERCHANTS NATIONAL BANK



A NEW HOTEL • LIVERMORE



• STREET SCENE IN LIVERMORE •



• LIVERMORE OIL FIELDS •



## Historical Sketch of Fourth Congregational

(By BENJAMIN BRITAIN, Pastor.)

The pioneer work that resulted in the organization of this church was begun in 1876 by the Rev. W. H. Cooke, who is now living at 2244 Magnolia street, Oakland. His first work was done on the streets, and he has many an interesting story to tell, not only of the indifference on the part of some who ought to have been interested in the effort he was making, but also of the active and organized opposition he had to meet. In spite of these hindrances he kept on with the work, soon gathered together a Sunday school, and in 1881 the church was organized. It was known then as the Golden Gate Congregational church, and began its life with about 30 members.

The first meeting place was in a school-house, and the work had only been begun when the school board desired to use the lot for a larger building. With the help of Mr. Bigelow, of the First Congregational Church of Oakland, the little school-house was purchased. The Rev. Mr. Kimball, known then as the "Church Debt Raiser," gave his assistance at this time and aided in securing funds with which a lot at the corner of Thirty-fourth and Adeline streets was purchased and the school-house moved on it.

No one, unless he has had a part in such work, can tell the toil and the sacrifice this work cost the little band of members of the church. But it was all freely given and very soon began to bring returns manifest in the growth of the organization. It grew from the first, and has kept growing—not in any phenomenal way, but in a continuous, healthful way—until this year the church reports 200 more members than it had in the beginning.

In 1902, the location was changed. The church, which had before that changed its name to the Fourth Congregational Church, sold its property and bought a lot at the corner of Thirty-sixth and Grove streets. Again the spirit of sacrifice was needed to enable it to provide a suitable building, and that spirit was not lacking. Most generously did the members respond to the appeal for funds, and the main part of the present building was erected. Since then additions have been made to it until now the church property is valued at \$21,500.00, and is almost clear of indebtedness. The building is well suited to the needs of the congregation. It has a good auditorium, a well appointed Sunday school room with separate rooms for the primary and intermediate departments, and an ingenious arrangement whereby the most of the other classes can be alone, a pastor's office and study, and a kitchen with all the facilities needed to care for social gatherings.

Six different men have served the church as its pastors since its organization. Rev. W. H. Cooke, who began the work, continued to be its leader until 1893. He was followed by J. B. Eddie, who served the church for one year. The next pastor, O. W. Lucas, continued in the office for three years. In 1898 Alfred Bailey took charge of the work and continued to lead it for nearly six years. F. H. Maar was called to the pastorate from Redwood City in February, 1905. His work for the church was unusually successful, and his relations with the people unusually happy, and it was with sincere regret the church accepted his resignation early in 1911, which was made necessary on account of his sickness. The present pastor, B. L. Brittan, came to the church on the first of May, 1911, and is rejoicing in the privilege of working with a united and earnest congregation.

### James P. Montgomery

Among the younger set in the legal fraternity of Oakland no one stands higher in the estimation of the community than James P. Montgomery, who has advanced step by step until he has acquired a legal standing among the leading attorneys that is unquestioned. Careful, reflective and thorough in all things relating to questions of litigation under his charge, he has by his tact, diligence, intelligence, magnetism and uniform courtesy placed himself in the front rank of his profession. He was born in Oakland, March 1, 1865, and spent the best part of his younger life in this city. He graduated from the law department of the celebrated University of Georgetown, District of Columbia, and practiced law in San Diego for three years, from 1889 to 1892, and then removed to Los Angeles, where he remained until July, 1897.

The Klondike fever struck him and he made a trip to Alaska and mined there until 1908, remaining there over ten years. After an exciting and varied life, full of thrilling experiences up in the north, he has resumed the practice of law in his native city.

Mr. Montgomery is a member of the Elks, No. 171, Oakland, also the Knights of Columbus, and was recently elected director of the San Francisco Alaska Club. Mr. Montgomery is married and is the proud father of a daughter that promises at some future day to be one of the most charming of our native daughters.

### The Home Insurance Co. of New York.

The largest fire insurance company in America is the Home of New York, which has a branch office in this city with General R. H. Magill as district manager.

Recent insurance tables credit this company with cash assets amounting to \$30,178,913, and a net surplus to policy-holders amounting to \$16,829,613. This means over \$4,000,000 in assets and over \$1,250,000 in surplus more than the next largest company. This is ample demonstration of what is behind the policy.

The company operates with a cash capital of \$3,000,000 and a reserve conflagration fund of \$1,500,000 with which to meet extraordinary losses.

General Magill, the district manager, is one of our oldest residents and has been connected for sixty years with the insurance business. He is recognized as one of the leading insurance men on this side of the bay and has represented the company here for several years. The Home of New York since its incorporation has paid \$126,000,000 for losses and has established its standing as being one of the companies that has always paid its losses promptly and in full.

General Magill maintains his headquarters at 916 (new official No. 826) Broadway.

### Hon. Wm. R. Davis.



One of the best known and most highly respected members of the legal profession is the Hon. William R. Davis, who was mayor of Oakland, 1887-88, and made a splendid record as the chief officer of the municipality by starting many new movements of importance for the advancement of the city that had a lasting effect on the future of the town and was instrumental in developing many new avenues of strength that have added materially to the greatness of Greater Oakland. He is a graduate of the University of California, getting his diploma as A. B., Bachelor of Arts, in 1874, and adding the degree of A. M., Master of Arts, in 1878.

He was admitted to practice in the Supreme Court of Nevada and the United States District Court and the United States Circuit Court in 1883, the United States Supreme Court in 1886 and commenced practicing in the State, Federal, Nevada, Oregon and National Courts.

He was a member of the firm composed of A. A. Moore, Sr., Henry Vrooman and himself. He started in with these busy and prominent attorneys on a gallop and he was kept on a rapid gallop all the time for years.

Mr. William R. Davis has represented the city of Oakland on the many important water front cases for over sixteen years, one of the most protracted cases of litigation in which the city of Oakland was interested in the use of the streets across the water front without condemnation or compensation, was conducted by Mr. William R. Davis. Also the city water rate cases.

In the case of Mrs. Clough against the Spring Valley Water Company, heard before Judge W. E. Greene, the case was 165 days before the court, and with motions and other legal work occupied over two and one-half years of the attention of the court. Judge Greene gave judgment in favor of Mr. William R. Davis and paid him a high compliment for his legal services on the case.

Mr. William R. Davis organized the Lincoln-Roosevelt League and was one of the most influential members of the association.

Mr. Davis is living on top of the first ridge between Oakland and New York in Alameda county, where in early days the celebrated McClure's Academy was located. Mr. Davis lives in a comfortable home in this delightful and romantic spot picked out by him in his early life as an ideal spot for his future home. He lives here with his wife and two sons.

### D. V. Deuel, Architect

Mr. D. V. Deuel, successor to the firm of Deuel & Wright, architects, has done much toward the architectural development of the city of Oakland, in the designing of artistic homes, profitable commercial buildings, school houses, and lodge halls for fraternal societies, among which are the Bercovich building on Eighth street; the A. N. Wacks building on Thirteenth street, between Clay and Washington; the beautiful building for Porter, Hall Company, on Nineteenth and Grove streets, with its complete complement of halls and ante-rooms; the club rooms for the Oakland lodge, "Loyal Order of Moose," which is receiving very flattering compliments and is considered the most complete club rooms and lodge rooms in Oakland, the assembly hall being 58x70 feet with proper height of ceiling for perfect acoustics; the building for the Odd Fellows of Pleasanton, done in mission style, and most complete in its equipment of ante rooms and locker space, which are all essentials to a modern lodge room. The residence of F. W. Street, on Euclid avenue, and that of J. C. Bullock, in Rock Ridge park, and many others that Oakland is proud of, were designed by Mr. Deuel.

Architect Deuel is a member of the San Francisco chapter of the A. I. A., and acting secretary for the Oakland Architectural Association. He has offices in the Macdonough building, and makes a specialty of segregated work, thereby obtaining a great saving of cost to the investor.

### Aaron Turner

Fifteen years ago Aaron Turner, the well-known jurist, settled in Oakland and started in to establish himself in his profession. He soon demonstrated his legal ability and superior mental qualities by the earnest effort and determined concentration he bestowed upon the important questions presented to him. Aaron Turner was born in Oswego, N. Y., thirty-six years ago and comes of a mixture of English, Dutch and Scotch-Irish descent, his father, Peter Turner, coming from the former, and his mother, Edith A., from the latter. He graduated from the Harvard University and passed through the Harvard law school with high honors. After leaving college he followed school teaching until he finally settled down to the serious work of practicing his profession. Since coming to California he has made himself a man of importance in a number of ways. At present he is occupying a position as justice of the peace of Brooklyn township, Alameda county, and is a member of several improvement clubs and civic organizations. He is secretary and director of Thayer Bench Vice and Tool Company, and secretary of the Oakland Whaling and Transportation Company. Mr. Turner is a man of family and has one son. He is a prominent Mason, Forester, Owl, U. P. E. C. and other important social organizations and is a popular man. He has a large host of friends and is one of our coming men.

### Adelbert Wilson Chief of Police

Few men live who have served so long and continuously on the police force as the able and efficient chief of police of Oakland, Adelbert Wilson. While still in the very prime of his life and enjoying the best of health the rugged six-footer Chief Wilson has spent forty odd years in the service of the police department. What a wealth of experience he has passed through in all those years can hardly be imagined by anyone unless you are lucky enough to find the good-natured chief at leisure and in a responsive mood. Lingering affectionately over the stirring episodes of the past which he glances back over sometimes and relates interesting stories about to the enthralled listener who feels a vivid thrill permeate him as this brave chieftain of the long ago days describes the exciting events of the long ago past. Chief Wilson is as modest as a child and as sincere and honest in his character as a man can be. Singular as it may seem, the environment of his life has not embittered him a single bit against sinning humanity. He has a large, sympathetic nature, and his generous impulses surge to and fro as he quietly tells in his simple, robust way the important things he has passed through as a police officer. He came to California in 1863, when the big mines in the Comstock were beginning to startle the world with their richness. California was full of excitement, and the characters of those days were very different from those of the present. He was born in Maine, of New England ancestry, on January 8, 1844. After receiving a good education he left for California when he was 19 years of age. He started in San Francisco with Boswell & Geddis, the wholesalers at Front and Commercial streets. After changing from that to blacksmithing, then the express business and following this to the newspaper work of the News and Transcript of Oakland, he commenced on the 30th day of May, 1870, as a police officer and was detailed as a sergeant of police on the regular force on October 15, 1877. On May 7, 1889, he was appointed captain and served in this capacity for ten years, and was appointed chief of police January 2, 1899, as a just reward for his high efficiency and splendid record as an officer.

When the great catastrophe of 1906 struck San Francisco and vast bodies of people, numbering over 200,000, rushed terror-stricken over to Oakland to escape the fearful fate that threatened them on that momentous period, the task of keeping the city of Oakland in order was a tremendous piece of work for Chief Wilson. He had to shoulder the entire responsibility of protecting the community and also of sheltering and feeding the immense army of new people who were practically homeless, naked, starving and sick from the San Francisco fire. Criminals of all types were hovering about constantly, preying upon the vast horde of demoralized people who were scattered in big crowds throughout the city of Oakland in a helpless state of terror. But Chief Wilson rose to the exigencies of the great occasion, and by a strict system of rules and a just wisdom, tempered by a sincere kindness for the unfortunate victims of the fire he soon commanded the entire situation of affairs and moved along with dignity and security until the dangers were subdued and handled the matter in a way that reflected the highest credit upon himself and his officers.

Another trying time was when the Western Pacific railroad celebrated their entry into Oakland over 100,000 visitors were present and Chief Wilson took charge of the crowd and not a single mishap or accident occurred during the entire time of the festivities. This was a remarkable thing and showed in a splendid manner what a great general of affairs he was.

On May 30, 1907, Chief Wilson was presented with a handsome gold shield by the members of the Oakland police force as a token of esteem and friendship.

Chief Wilson's marriage to Miss Mary E. Poole of Whitman, Mass., took place in Oakland on December 19, 1872. Of his three children only one is living, Florence. He is a thirty-second degree Mason, a Shriner and has been an Odd Fellow since 1872. He is recognized as one of the ablest and best men that ever occupied his office and is respected and highly thought of by all the citizens of Oakland. He is a thoroughly honest man and transacts the business of his office on a high and lofty plane which compels all his men to do their very best at all times. He is courteous and affable to all people, and is thorough and methodical in every detail about the office. He inspires his men by his example and protects and sticks to them in every honorable way in order to make them honest, efficient and careful men. His record as an officer and a man is stainless, and he has the confidence and support of the best people of Oakland in his every action.

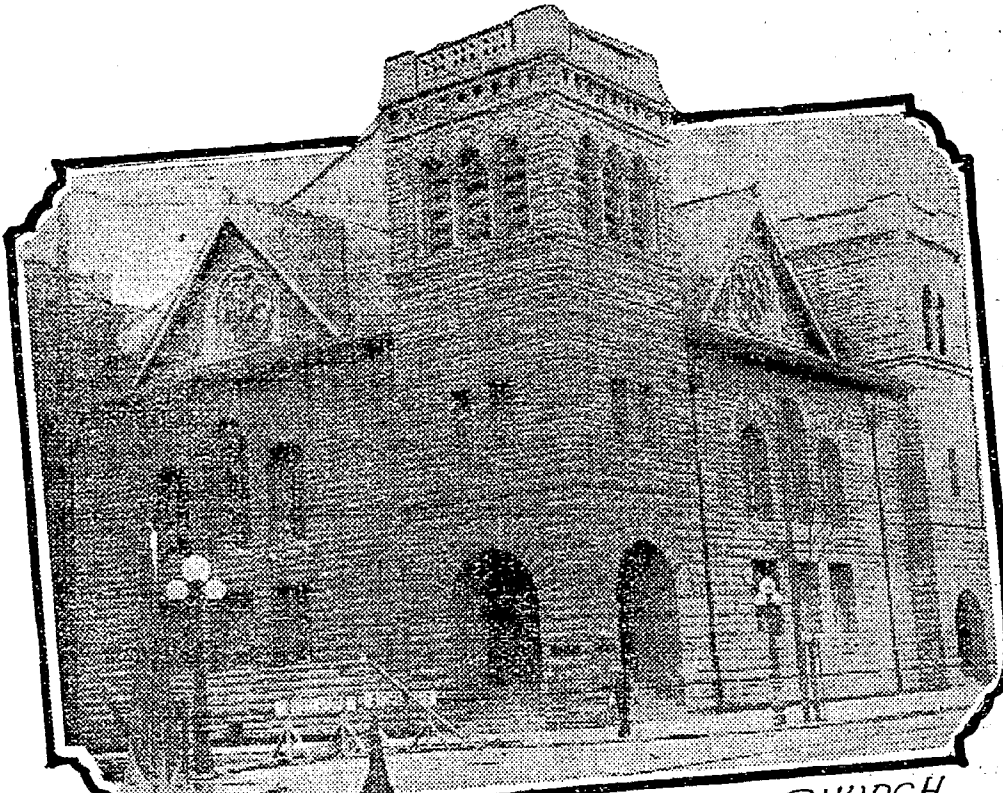
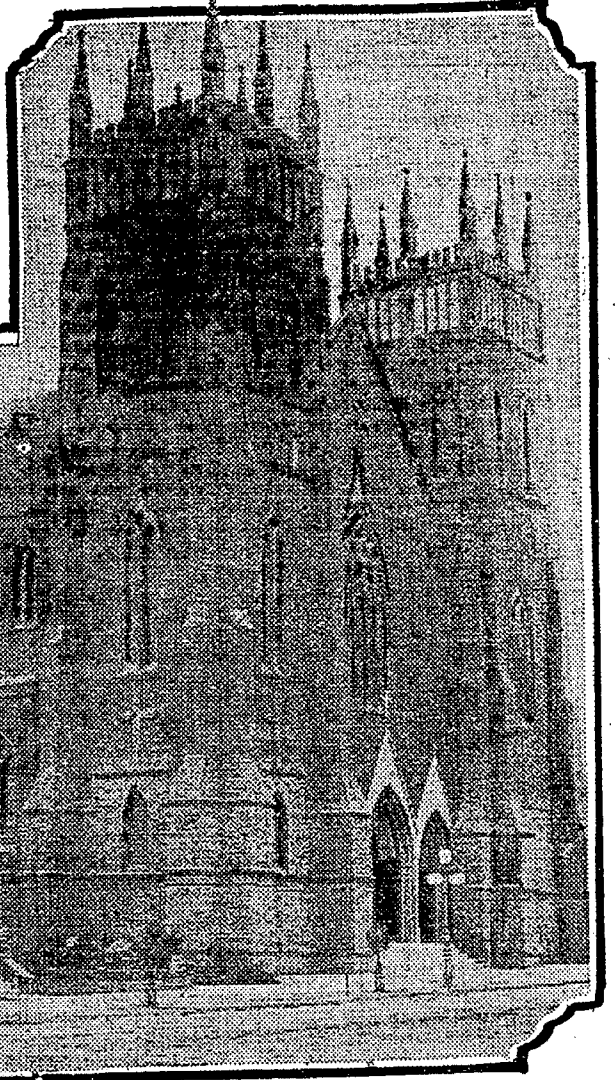
### Marsh and Kidd Co.

Agents Louis Dejonge & Co., New York. Book Binders—Leathers, Cloth Lining, Papers, Etc.  
617 MISSION STREET, SAN FRANCISCO.

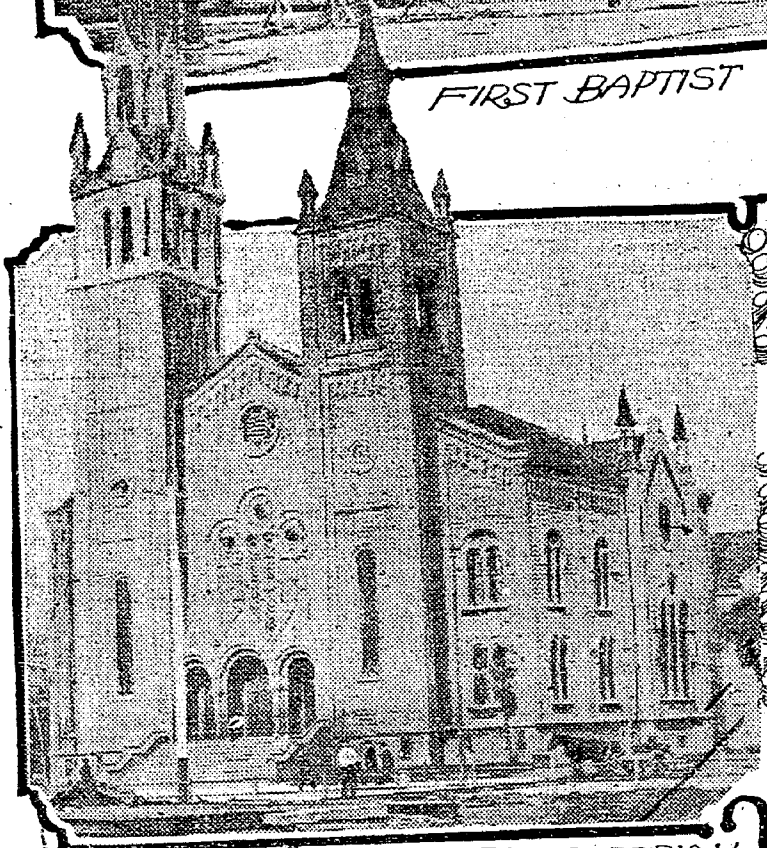


# Some of the Temples of Worship in City of Oakland

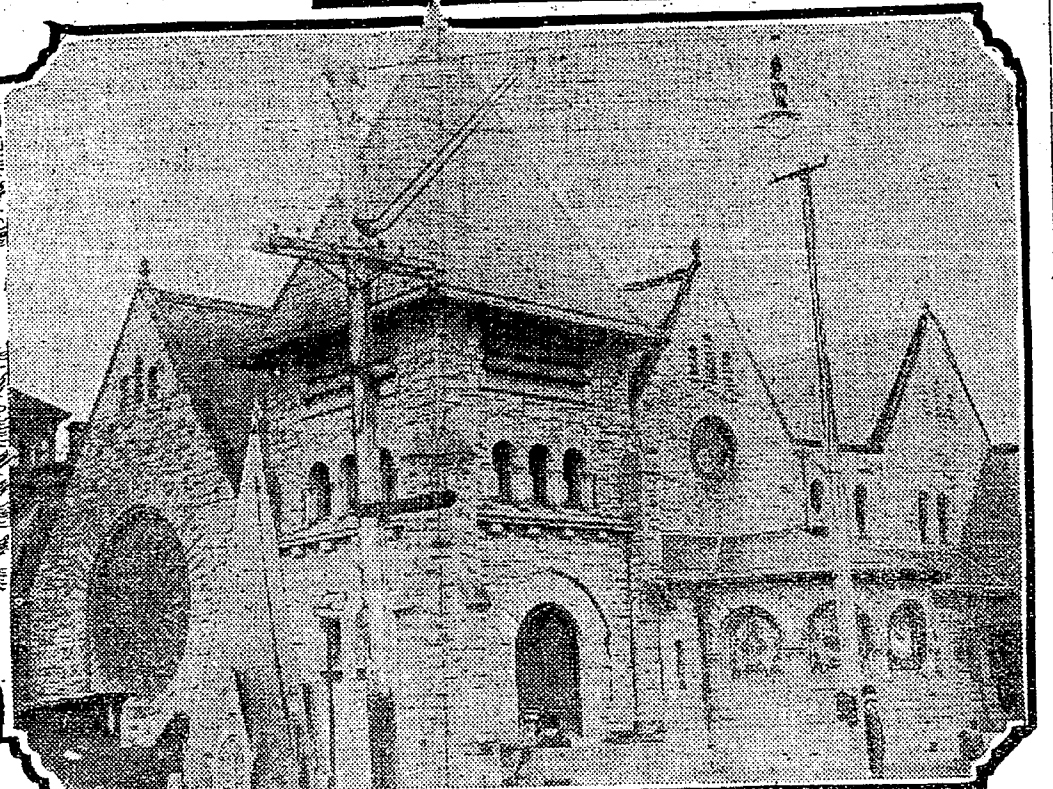
CHURCH OF THE IMMACULATE CONCEPTION



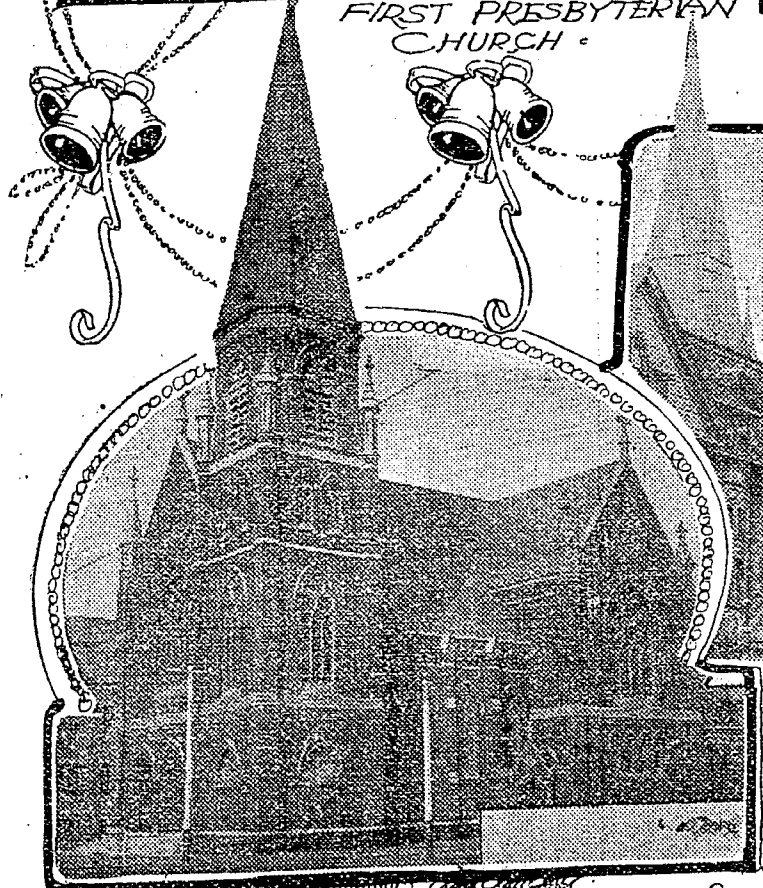
FIRST BAPTIST CHURCH



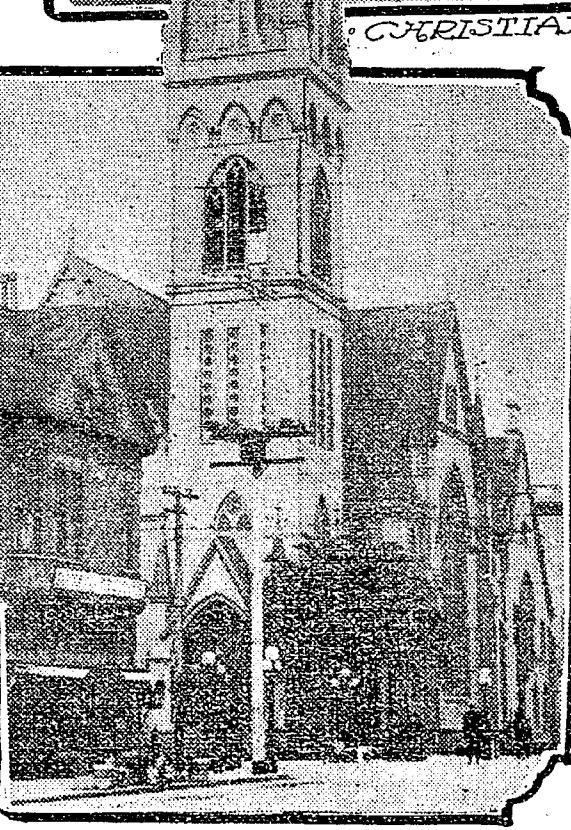
FIRST PRESBYTERIAN CHURCH



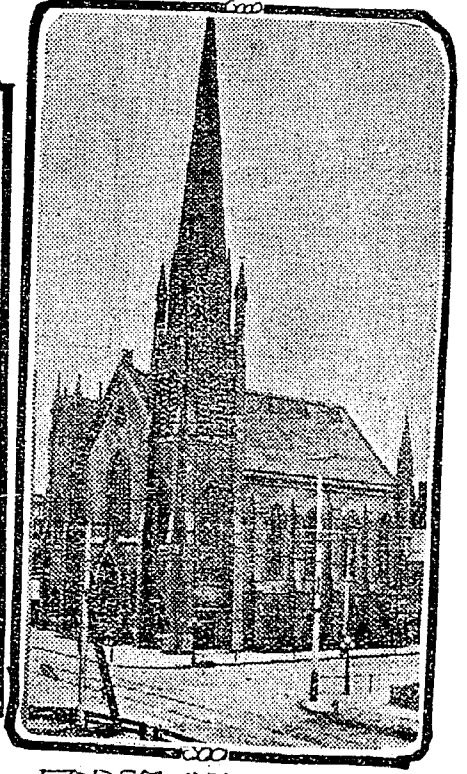
CHRISTIAN SCIENCE CHURCH



ST. FRANCIS DE SALES, CATHOLIC



FIRST CONGREGATIONAL CHURCH



FIRST METHODIST CHURCH



## Some Features in Alameda's Social Life

**T**HE Alameda free library is housed in a splendid building, erected especially for library purposes. The library contains about 55,000 volumes. Congressional Librarian Putnam on his visit to the coast a few years ago said that he had come a long way to find the model small library, but that he had found it at last in Alameda. It is significant of the trend of the times that the Alameda library has a woman librarian, Mrs. M. H. Kruth, and her corps of assistants, save the caretaker, are bright Alameda young women, already thoroughly grounded in library work. A men's smoking room in the basement is a unique and popular feature of the library, as is the weekly story-telling hour for the children and little tots.

### ALAMEDA CHURCHES.

All of the leading religious faiths are represented, most of the denominations owning handsome houses of worship, several of which were built within the last five years. The ministers are brainy and successful and take prominent part in joint church movements in the state at large and the bay region in particular.

### CITY OF FRATERNITIES.

Fraternities find fruitful soil in Alameda. Free and Accepted Masons, Elks, Knights of Pythias and Odd Fellows own their own lodge properties. The Eagles own a valuable lot and will build a combined fraternal home and business structure before 1912 closes. The Moose, with a membership of nearly 1000, are figuring on a Moose building, and the other lodges are in a flourishing condition.

### IMPROVEMENT CLUBS.

Alameda is well equipped with improvement organizations, headed by the Chamber of Commerce, which is just now spending \$3000 in a twelve months' advertising campaign. Other improvement organizations are the Alameda Improvement Club, owning its own premises; the North Side Improvement Club; the East End Improvement Club, and the West End Improvement Club. The city officials are members of the different improvement associations and work with them in promoting the welfare of the city. One of the largest propositions the clubs and city officials have undertaken is to boost the proposed subway under Oakland harbor to do away with the Webster street and Harrison street draw bridges, open the harbor more fully to shipping and obviate the annoyance and delay to traffic by reason of the bridges being opened to letting shipping pass through.

### BOATING AND SWIMMING.

Two of the chief attractions of Alameda are its boating and swimming facilities. The city is surrounded

## Col. John E. Fox, Manager Fox Piano Co.



When the Baldwin Piano Company, the largest manufacturers of high grade pianos in the world, decided to select a representative for their house in Oakland they canvassed the field thoroughly for the best possible man, not alone in selling ability, but for his integrity and the confidence in which the public held him. They finally selected the Fox Piano Company on account of the fine reputation the manager, Colonel John E. Fox, had.

Mr. Fox is one of our oldest and best piano men. He enjoys a particularly high standing in the community and has always been an enthusiastic and progressive citizen.

In making this selection the Baldwin Piano Company has certainly made an excellent choice and their piano, which is an exceptionally high grade one, having the endorsement of all the leading artists, is sure of a hearty welcome in the cultured homes of Oakland.

In opening new quarters for the Baldwin piano, Colonel Fox has adopted one of the newest and most popular Eastern ideas—that of upstairs piano parlors—away from the noise and confusion of the streets. In these cozy quarters you can leisurely try a piano and hear it under exactly the same conditions as would prevail in your own home. You are not continually disturbed and annoyed by intruders, but in a calm, deliberate manner can make a choice that will be a lasting pleasure, because it will be the instrument that pleases you most.

The new home of the Baldwin piano is over Capwell's, corner of Twelfth and Washington streets, where a beautiful line of new models are now on display.

by salt water. One can row or sail on the sheltered reaches of Oakland harbor, the tidal canal or San Leandro bay, or can find a wider expanse of water for boating in San Francisco bay, which borders the southern and western shores of the island. There are several bathing places which are frequented during the summer by thousands of persons from the different bay cities. There are three or four yachting and rowing clubs, owning elaborate clubhouses, which serve as social centers for the members, as well as for boating and bathing purposes. The Alameda Boating Club has won many rowing championships and will send a crew to Honolulu soon to row for the Hawaiian-California championship. The club's senior racing crew defeated the champion crew from Southern California on September 9, 1911. The Encinal Club, the Aeolian Yachting Club, the Bay Shore Club, and several smaller organizations are prospering and growing rapidly. Fleets of white-winged sailboats from the Alameda yachting clubs can be seen in all parts of San Francisco bay during the sailing season.

### MUNICIPAL HOT WATER BATHS.

The proposition of municipal hot salt water baths is being exploited. The municipal light plant has an unlimited quantity of heated salt water for which the plant has no final use and which would be available without a cent of extra cost if a bathing tank were erected adjoining the lighting plant.

### DRAINAGE AND WATER SUPPLY.

Alameda's sewer system has been perfected the past year with the construction of two new main trunk sewers which form the last link in what is regarded as a model system. The sewage is carried far away from the bathing places and boating headquarters and is eventually swept out to sea.

The Peoples Water Company supplies Alameda with water at present. The Bay Cities' Water Company announce that it will soon build a pipe system in the city and sell water for a reasonable figure. It promises

an unexcelled service and has a large quantity of pipe already stored on vacant lots within the city limits.

Berkeley is situated on the bay, directly opposite the Golden Gate, thirty-five minutes from San Francisco. The entire city is covered by electric urban and inter-urban service.

Climatic conditions in Berkeley are attractive. The temperature is neither too warm nor too cold. It is just right for the highest endeavor, mental and physical.

Eminent educators from all parts of the country are members of the teaching staff at the annual summer school of the University. More than 1500 students are expected to enroll at this year's session.

Berkeley has 132 miles of macadamized streets, and improvements of this kind are being constantly extended. In the center of the city there are three miles of streets paved with smooth asphalt.

Berkeley enjoys almost entire freedom from crime. Berkeley is the seat of the University of California, where more than 3800 students are enrolled, coming from all parts of the world.

Berkeley has a wide expanse of level land near the bay, making the erection of warehouses and factories inexpensive and giving abundant space for spur tracks and switching privileges.

Berkeley's new charter is an improvement of the Des Moines plan. It provides for a commission form of government. The charter banishes the open saloon.

# TAFT FOR A SECOND TERM

## Views of One Well Versed Whose Ideas on the Important Subject Proves Interesting Reading

I am asked for an expression of my opinion whether I believe in the re-election of Mr. Taft or the election of Mr. Roosevelt or Mr. La Follette. I am unqualifiedly and strongly for Mr. Taft. He comes nearer fulfilling the office of executive of this nation as demanded by the constitution than any other man we have had as President for the last twenty years. I believe that all good and lasting reforms come gradually, by a process of evolution, and Mr. Taft has proved himself a champion of that theory. I do not believe in sensational attacks and calling great captains of industry "undesirable citizens," nor do I believe in the sudden changes of the ultra-progressives and the insurgents. My opinion is that the radical candidates would have a most deterrent influence upon general business for many years.

Mr. Taft, as President, is an ideal executive and a progressive statesman. There are many milestones of progress during his administration. There has been procured great legislation of value to workingmen, liability of employers in cases of injury to their help, and strengthening the law relative to safety appliances on railroads.

Mr. Taft laid great stress on reduction of expenditures in the various departments and with success. The expenditures, which were \$662,000,000 during the fiscal year ending June 30, 1909, had shrunk by June 30, 1911, to \$654,000,000—an actual decrease instead of the normal increase which in the past has been about 4 per cent annually.

There have been two great matters before this present administration which stand out prominently—the tariff and the trust.

The Republican platform of 1908 committed the party of protection to a revision of the tariff and Mr. Taft has tried honestly to keep faith with the people who elected him on that understanding. Soon after his accession to office the Payne tariff law was enacted, which, as a whole, revised the existing schedules downward. It is not an easy matter to overhaul some fifteen crowded tariff schedules at short notice, particularly under the political log-rolling methods in vogue; besides, the tariff question is one on which intelligent

men may differ. Therefore, the President insisted at the time of the Payne tariff act upon the appointment of a tariff board, and he has made it a board of trained investigators, capable of thoroughly inquiring into the cost of production and of analyzing its elements.

Mr. Taft has been criticized for his vetoes of the three Democratic and insurgent measures last summer. He stated that "no revision will take place unless it is made with the full knowledge of the facts as found by an impartial investigation." He objects to disturbing the business of the country when there is nothing better than guesswork to proceed upon and then disturbing it again a few months later when the best available information is at hand. If two years ago it was decided by Congress that the best policy was a deliberate revision of the tariff with the aid of a board of experts, it ought to be the best policy today.

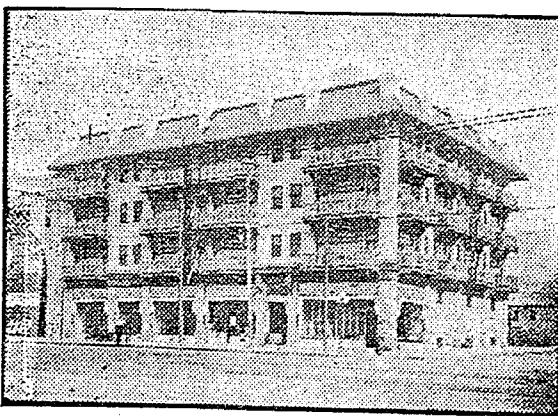
In some quarters Mr. Taft has been criticized for the position now taken by the government in the enforcement of the Sherman anti-trust act on the plea that it is destructive to legitimate business. Mr. Taft has no discretion in the matter and no choice under his oath of office to enforce the law. It is not for the executive to withhold any kind of prosecution when the Department of Justice believes that the law is being violated. The Sherman anti-trust act is on the statutes of this nation and either must be enforced or else it should be amended or repealed. Mr. Taft is only living up to his oath of office and no blame should attach to him for doing his duty as prescribed by the constitution.

And lastly, but not least, I wish to mention that Mr. Taft has given from the beginning his staunch support to the California delegation for the world's exposition at San Francisco. He has proved himself to be a great friend of the Pacific coast. And I wish to reiterate that after casting up the totals pro and con, and striking a balance, that Mr. Taft's first term has been very fruitful of good and of genuine progress, and therefore warrants his enlistment for another term. I do not believe that any one else can serve this nation to greater advantage.

(Signed)

W. M. ALEXANDER.

## Morrill Apartments.



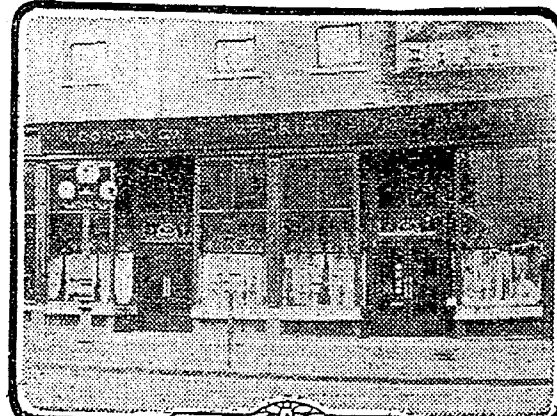
The most modern and up-to-date apartment house on the Pacific coast is located in the heart of Berkeley, corner of Shattuck and Haste, one block from Southern Pacific and Key Route electric trains—32 minutes from San Francisco. Opened December 1.

"The Morrill" is a four-story brick building, with concrete basement and large roof garden. The building is equipped with latest Otis automatic elevator, dumb waiters, steam heat, hot water and vacuum plant. The Morrill is divided into two and three-room apartments. Each room has separate balcony or sleeping porch, disappearing bed and large dressing room with disappearing dresser. The living room has paneled wainscoting and beamed ceiling, finished in fumed oak. Each apartment is completely furnished with the best quarter-sawn fumed oak furniture upholstered in leather. Carpeted full with Bigelow's Axminster.

If you want the best, see this first.

GEORGE F. KING, Manager,  
Berkeley 4812, Home F-1152.

## Imperial Home Bakery.



Our "daily bread," where and under what conditions it is made, is of more than passing interest to everybody. The Imperial Home Bakery, located at Twelfth and Clay streets, is probably the largest baking concern in our city and one of the largest on the coast. It enjoys an exceptionally large patronage in Oakland and ships all over the northern part of California.

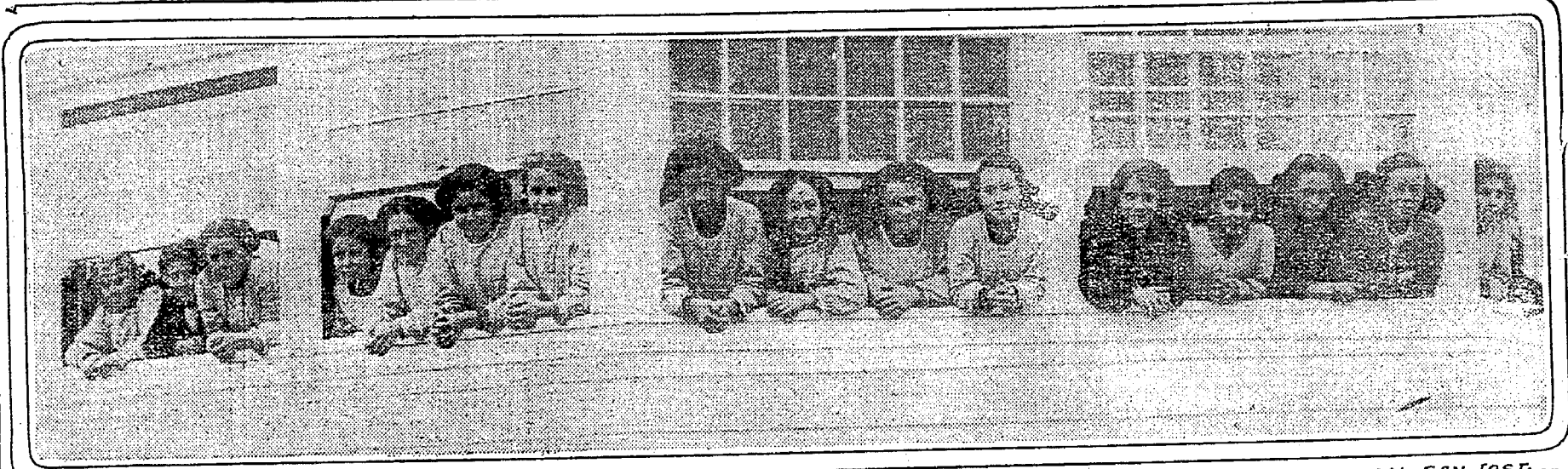
This bakery, under the management of T. Dorgan, has grown to its present magnitude on the fine quality of its product—only the very best of materials being used.

In their new and modern plant all the latest patent breadmaking machines are found. The old methods of kneading the dough by hand are done away with and the strictest cleanliness prevails.

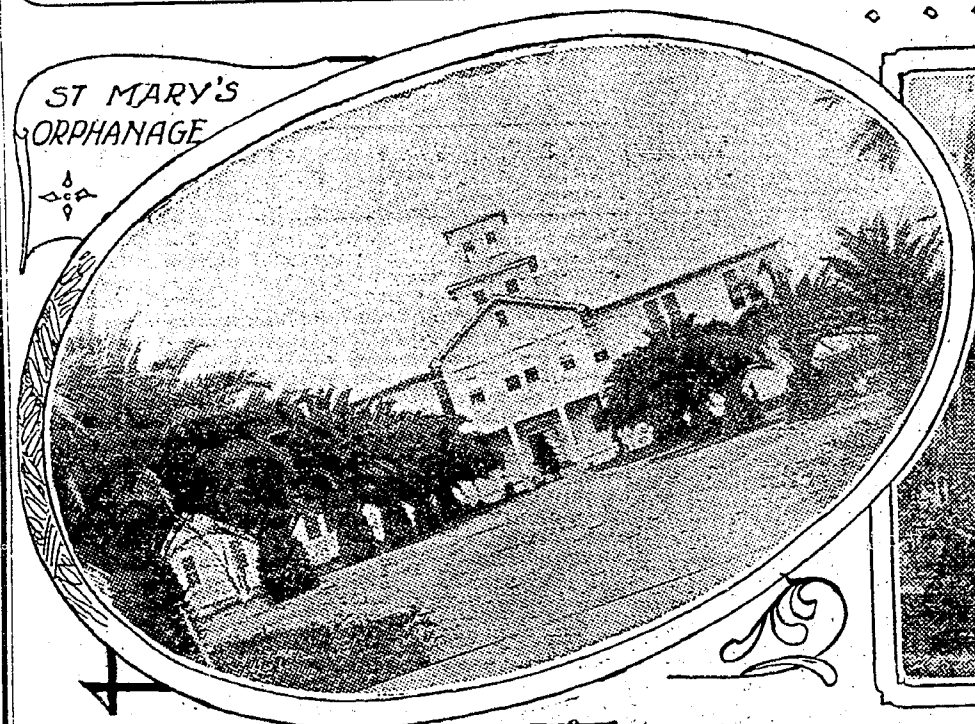
This concern employs a small army of men and wagons in delivering their product and you will be assured of prompt service as well as the best bakery products by giving them a call.



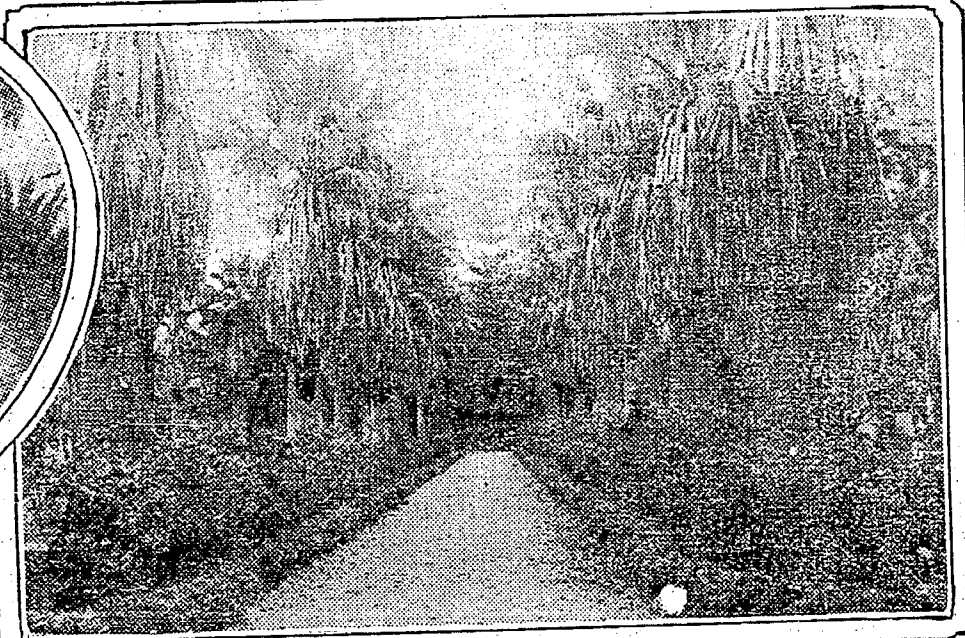
# OLDEST SETTLEMENT IN THE COUNTY



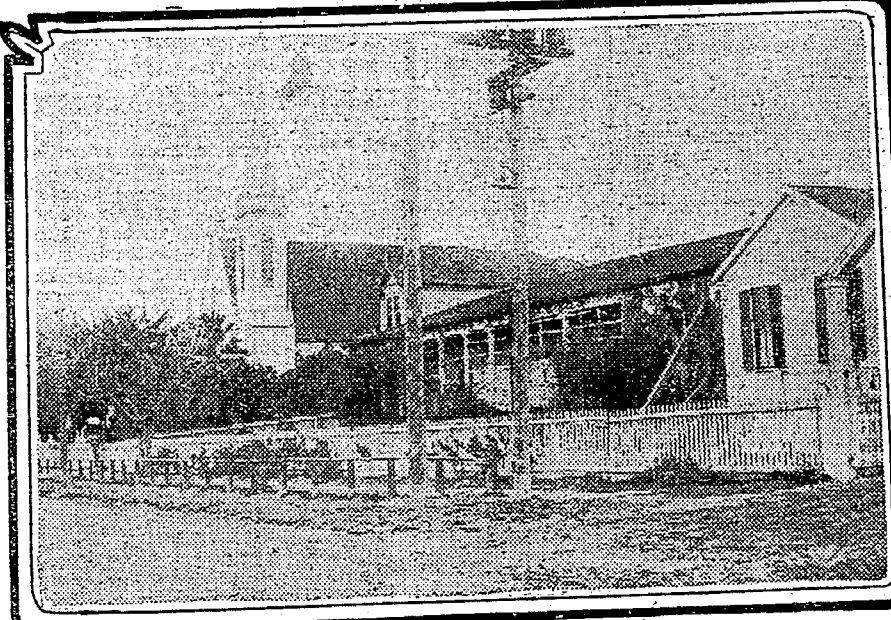
ST. MARY'S ORPHANAGE AT MISSION SAN JOSE



ST. MARY'S ORPHANAGE



PALM GROVE AT MISSION SAN JOSE



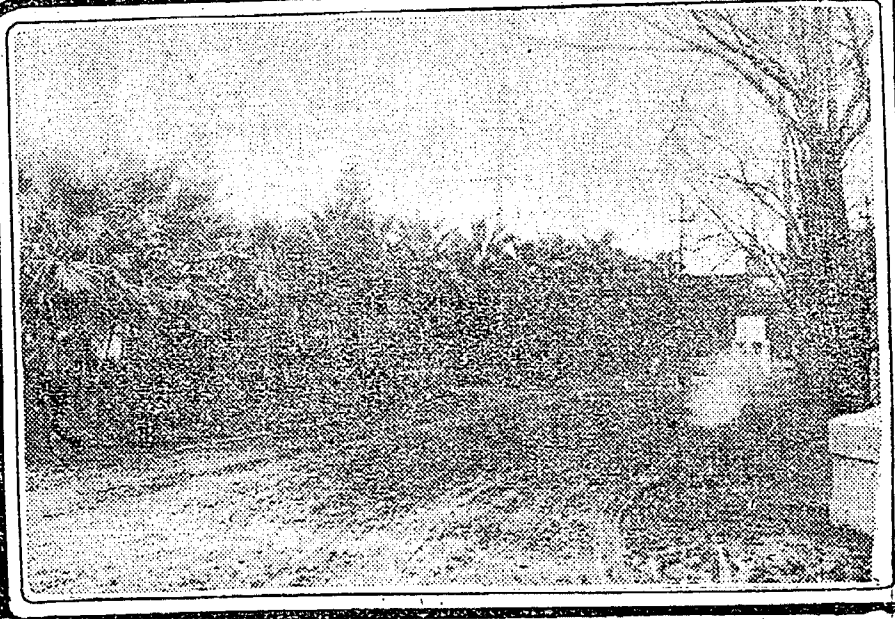
MISSION SAN JOSE



OLD MISSION MISSION SAN JOSE



HOME AT MISSION SAN JOSE



COUNTY ROAD MISSION SAN JOSE



# WHAT OAKLAND WOMEN'S CLUBS ARE DOING



THE women of Oakland have several clubs that are of notable worth and rank high in the councils of clubwomen. The work they have accomplished has been of singular value to the community and has done much to aid in the general welfare.

## EBELL CLUB.

(By MISS MABEL T. GRAY.)

The first organization of women, on the Pacific coast, founded for the purpose of systematic study, was the Ebell Society, in 1876, being next in years to the Sorosis of New York, the oldest club in the United States.

The society owes its existence to the efforts of Dr. Adrian F. Ebell, a graduate of Yale and a lecturer of ability. It was founded as a branch of the International Academy, with headquarters in Berlin and New York, which he had established for the study of languages, music, science, history and art in the scholastic centers and places of historical interest in the old world.

The society has remained true to its object as stated in the original by-laws—"the promotion of our own culture and the advancement of art and sciences among those around us," and has answered to various calls, the most important being the soliciting of subscriptions to the sum of \$25,000 for the purchase of a site for the Carnegie library, of Oakland, and the finishing and furnishing of its children's room.

Since the time of its honored and revered first president, Miss Mary K. Culbertson, the club has been forced by its steady growth to move into eight different homes, the present one, 1230 Harrison boulevard, being built and owned by the Ebell Building Association.

The original membership of twenty has expanded to nearly 600. Members of this organization who have moved to the south have been the means of establishing similar clubs at Santa Ana, Tustin, Long Beach and Los Angeles. No connection exists between these and the mother club in Oakland, except the fraternal bonds of name, object and form of organization.

## OAKLAND CLUB.

(By MRS. R. D. HOLMES.)

With "service," its motto, ever in mind, the Oakland Club has since the day of its organization, August 2, 1899, been a power for good in the community and has paved the way for many of the most important civic and social movements for the general betterment of the city. During the first year of its existence it established a playground in Tompkins school, was instrumental in securing the appointment of a matron for the city prison and paid her salary for the first few months. The club during the same year established a well-equipped cooking school and published a small paper, "The Domestic Science Monthly."

For six years the Oakland Club held vacation schools in the crowded districts, each year improving the methods and making them more effective. They did an inestimable amount of good in caring for and keeping healthy in mind and body the little folk of the poor and laid the foundation for the work that is now being carried on by the playground commission, which was appointed by the mayor in January, 1909.

For four years the Oakland Club assumed the payment of the salary of the probation officer, Ezera Decoto. They were assisted financially by a number of local clubs and organizations. As the work of the officer was equally helpful. At the time of the disaster of 1906 the club members were foremost in the aid of the unfortunate. During the last two years they have maintained a linen loaning bureau, which supplies poor families with clean sheets, towels and other accessories required by the city nurse when attending cases of illness among those afflicted by misfortune and poverty.

To the past presidents, Mrs. G. W. Bunnell, Mrs. Frances Gray, Mrs. Cora E. Jones and Mrs. Leon Hall credit should be given for the enormous amount of work accomplished and to the present presiding officer, Mrs. C. S. Chamberlain should come the loyalty and respect of all club women. Mrs. Chamberlain has a number of splendid plans for the coming year and will keep the standard of the club's work as it has been in the past—a fulfillment of its motto.

The educational side of the club life has been encouraged and the various sections of the Oakland Club have been at all times successful. The programs are always

## THE COMING BIENNIAL.

Local club women are looking forward to 1912 and are planning that it shall be the most successful in every way. From June 25 to July 4 there will be held in San Francisco the biennial national convention that will bring to our state distinguished women from all over the world, and before next summer much work must be done, many plans perfected and a generous amount of time, money and energy be given that the gathering may be most noteworthy in point of excellence of program, and that the convention will serve to advertise the unbounded hospitality of California.

Mrs. Philip Moore of St. Louis is president of the general federation and a California woman; Mrs. Josiah Evans Coles of Los Angeles is vice-president.

## Local Biennial Board.

Among the officers of the local biennial board are: Mrs. E. G. Denniston, president; Mrs. A. P. Black, first vice-president; Miss Eva Powell, second vice-president; Mrs. Frank Fredericks, corresponding secretary; Mrs. J. W. Orr, state secretary. Among the directors are: Mrs. E. L. Wiley, Fresno; Mrs. A. E. Osborn, Santa Clara; Mrs. Robert Potter Hill, Sonoma; Mrs. Henry Pyle, San Francisco; Mrs. T. B. Havens, Mrs. H. J. Baldwin, San Diego; Mrs. O. L. Clarke, Los Angeles, and Mrs. S. B. Connor, Alameda.

## TWENTIETH CENTURY CLUB.

Early in this century—December 13, 1904—the Twentieth Century Club of Berkeley was organized. Mrs. H. N. Baldwin has always been called the club mother. The other founders are Mrs. H. W. Taylor, Mrs. L. V. Sweezy, Mrs. E. R. Campbell, Mrs. A. L. Barry, Mrs. Carrie B. Rice, Mrs. W. A. Caldwell and Mrs. Julia B. Foster.

Mrs. A. L. Barry, now president of Alameda district, was the first president. Mrs. J. H. Wood followed, then Miss Rosemary Dobbins, who was succeeded by the present president, Mrs. Ernest Stoddard Page.

The club grew in numbers and influence and soon held one of the recognized positions in club circles.

In May, 1905, the club became federated and from it many have been chosen to fill responsible positions in the district and state federations.

Gradually study sections were organized and the number has grown until this year there are six doing serious, enthusiastic work. The choral section, one of a writer's section is the newest accomplishment, due to the organizing ability of the section chairman, Mrs. G. W. Langley.

The home committee, with the club mother at the head, has worked for six years to make possible a club house. A splendid lot is almost free from mortgage and plans for a club house submitted and it is hoped the dreams will soon be realized, which are shared by all clubs of owning their own homes.

The Twentieth Century Club was one of the first in the district to furnish a linen loan chest for the use of the district nurse among the needy. The club gives to the day nursery and club house loan fund for worthy university girls. They have filled Christmas boxes for the Indians and given to others in need. Membership is maintained in the Child's Welfare League and Anti-Tuberculosis Society.

The programs of this club are uplifting, instructive and entertaining; the study sections varied and well attended; the civic and philanthropic work, while small, is on the increase, and, above all, the club members enjoy to the full a happy, harmonious, helpful club life.

## NEW CENTURY CLUB.

(By ELIZABETH D. WATT.)

The Oakland New Century Club was organized October, 1900, and incorporated December, 1900. It joined the California Federation of Women's Clubs May, 1902, and the General Federation of Women's Clubs, May, 1902.

This club embraces under one head various departments of civic and philanthropic work. Service is the keynote. The work for the child commences in the kindergarten—children from 3 to 6 years of age; the same children a few years later in the sewing school, from 6 to 14 years of age; the same children still later in the garment class and cooking classes, and then we

see them settled in their own homes, good mothers and good housekeepers, able to get a good meal at small cost, for economy is rigidly taught.

The clothing bureau is a department where we sell clothing (like the Salvation Army). Mothers who do not wish to receive "something for nothing" appreciate the opportunity to purchase cheap clothing. The profits of the sales are used to pay salaries of skilled teachers for the cooking and sewing classes. Magazines and books are distributed free for all. The club is unique in the history of women's clubs—the only one known to be in existence of its kind. The officers and directors are eleven in number. The business meetings are held on the last Friday of the month. Members and their guests assemble in the Delphi dining room, where a hot luncheon is enjoyed by all in attendance.

The members are always more than usually active at the holiday season, when in addition to the regular routine work comes the Christmas festival prepared for the children, and the mothers' annual chicken pie dinner.

The officers and directors are as follows: President, Mrs. Elizabeth D. Watt; vice-president, Mrs. H. L. Eastman; recording secretary, Mrs. W. C. Stratton; corresponding secretary, Mrs. A. D. Willis; treasurer, Mrs. B. W. Sloan; auditor, Mrs. W. T. Harris; directors—Mrs. O. F. Olsen, Mrs. Brace Hayden, Mrs. Geraldine Otey, Mrs. F. A. Ring.

## Grand Union Sight-Seeing Station in S. F. Meets Long Felt Want of Travelers

In Los Angeles and the south the tourist business has long been considered one of the greatest assets of the city. Everything is planned for the entertainment and keeping of them as long as possible. In this locality such has not always been the case. Here this great, busy, bustling section has been too set on its own affairs, too busy with its mines and ships, its business reaching into many lands; its railroads and shipping, its banks and business houses, its theaters and cafes, its hotels and restaurants, too busy making money, too self-centered on its own affairs to think much on the entertainment of the tourists. The travelers came here, true, and went away praising the lavish hospitality, but they came because they wanted to see this great, wonderful section that had arisen so quickly, rather than because we invited them. But this condition of affairs has changed greatly in the last few years. Now the tourist is invited—nay, is urged to come and to stay as long as possible. The attractions of the bay cities are told in picture and pen and the response has been phenomenal. So much so that the question arose of arranging for the convenience of the visiting public—of supplying him with such information as should enable him to make the most of his stay, whether it be long or short, and to send him away with a fairly complete idea of what was to be seen here and with the desire to come again and to stay longer. The need of some such thing was plain. It was expressed in the fact that the hotels themselves tried, in a sort of way, to do this thing and established their own bureaus of information, which, of course, were of value only to the patrons of that particular house. The railroads also have their bureaus, as has the state in the California Development Board in the ferry. All of these pointed to a need, but did not fill it.

## MAN WITH THE BIG IDEA COMES.

It remained for W. R. Alberger, vice-president and general manager of the Key Route, to solve the problem. He is a railroad man of vast experience, grounded in the study of all things pertaining to transportation, whether it be the carrying of people from their homes to their work and back again with comfort and safety, or the farther reaching problem of bringing them three thousand miles from their homes to enjoy California's flowers and sunshine. Alberger saw what was needed and set about to supply the remedy. Of course, there are those who say that in so doing he was actuated by a selfish motive. In fact, he says so himself. For his business is to sell transportation and nothing else. And his keen mind saw that if he could provide something whereby these thousands upon thousands of visitors who come to this city would stay a day or two longer here than they had originally planned, his company, with its vast system leading to every part of the great country across the bay, would naturally come in for its share of the business which these visitors must bring. Besides this, he had a pet scheme in the shape of the most attractive trolley trips that any traveler ever took which he wanted to introduce.

## SEES AND THEN ACTS.

Suffice it to say that when Alberger saw the need he did not hesitate to apply the remedy. And this is what he did and how he did it. He leased for a term of years three thousand square feet of floor space on the ground floor of the Monadnock building, with entrance at 637 Market street, in the heart of the city. Before it, on Market, pass thousands upon thousands to and from the railroad offices, the hotels, the shops, and all points of interest in the downtown district. Having secured this splendid location, he immediately proceeded to fit it up in a manner worthy of the importance of the part the place was to play in the affairs of the city.

## WHAT THE GRAND UNION SIGHTSEEING STATION IS FOR.

The sightseeing station magnificently equipped is all that the above name implies. It is designed as the one place in this section in which the visitor may secure, free of cost, accurate and adequate information regarding points of interest and places to see about San Francisco, Oakland, Berkeley, Alameda, Piedmont, Claremont, Richmond. It is the headquarters and the starting point of all the sightseeing trips about the city, including the "rubber-neck wagons" or sightseeing cars. Here one can obtain, free of charge, information as to what can be done in a day's time, and where to go and what to see every day during his stay in the city. It has nothing to sell except these tickets for the various trips, and when it has directed the traveler to them and provided him with the ticket on which to take the trip its mission is accomplished. By pointing out these many places of interest to visitors the sightseeing stations enables the tourist to fill his days with pleasure with the result that the visitor who planned to spend but one or two days in the city decides that it will take him four to seven, and stays accordingly, to the benefit of the hotel men, the transportation men, the merchant and himself, and goes away with a fuller appreciation of the advantage of this beautiful country.

# SCENIC BEAUTIES OF BERKELEY

By MAYOR J. STITT WILSON.



NOTHING that can ever be written in prose or poem can ever convey to the reader an adequate conception of the loveliness and scenic perfection of the city of Berkeley as a place of residence. Whoever will take an afternoon and skirt the hillside, from Claremont, through the University grounds, on past North Berkeley and into Cragmont and Northbrae and Thousand Oaks, may behold a view of sea and shore, of mountain and cloud, of hill and vale, hard to equal as a residence district anywhere in the world. When we add to the grandeur of the landscape the marvelous climatic conditions, we reach nearly perfection. The breeze lifts the sea mist and floats it over the hills like bridal wreaths, and the sunlight heats the side hills, and long after dark you run into atmospheres warm and sweet, held close to mother earth.

## IDEAL RESIDENCE DISTRICT.

The view from the plain below to the hills penciled along the eastern sky line is by many considered just as beautiful as the view from the hills to the sea, and hence, from the highest street on the hills clear down the slope almost to the bay shore, the comfortable homes of our people are ranged along the pleasant streets in great variety of domestic architecture. No one who has ever lived in Berkeley, or has even put in a few days' tourist travel in it, can escape the compelling fascination of Berkeley as a place for the home. And so it shall remain. Whatever consolidations of these bay cities may come in the future, whatever commercial development may eventually take place on the water front, the rolling hills and the plain to San Pablo avenue and further will remain the ideal residence district of the Pacific Coast.

## LOCAL TRANSPORTATION FACILITIES.

During the last year this whole section has been crossed and recrossed by a wonderful system of local transportation facilities. Both the Key Route and the Southern Pacific have extended their lines through the whole North Berkeley region and have brought all of

it into easy access to the city centers on both sides of the bay.

What makes Berkeley still more the ideal residence and home city is the State University and our unsurpassed educational advantages. Berkeley is the real Athens of the West. Here the children may come and, at the least cost, secure the highest education in the land. Our public schools and high schools also are the best; faithful and able officials and teachers in command. We have opened the schoolhouses to the people for civic and educational purposes. The beginnings of a system of playgrounds have been made and kindergartens are planned for.

Besides the regular state institution of learning, no culture passes our door. Lectures, artists, players, noted teachers and national personalities—scarcely a month of the year passes that some one or more of the best in America is with us. A list of the events at the Greek Theater alone in a year would reveal a glimpse of the offerings of culture that come to us.

## MUNICIPAL GOVERNMENT.

The city affairs are administered under the new commission form of municipal government. The direct primary nominates the two commissioners (out of the four), the auditor and the mayor, at the election every two years, and a majority elects. All other city officials are appointed and the council is held responsible for their appointees, each commissioner being specially in control of a department. The initiative, referendum and recall hold the council and its law-making and administrative acts under the direct control of the people. The plan is working well and no one would go back to the old way. The charter is socialistic and the people have elected to move in harmony with the charter. The city is committed to the policy of public ownership of public utilities and, to some extent, to the plan of local option in taxation, both of which were prominent features of the recent municipal campaign.

In this brief work about our queen city I have omitted special mention of the industrial possibilities of our water front, which would require an article in itself, and will no doubt be treated by some other pen.



# PROGRESS OF THE STATE UNIVERSITY

## Development of the Past Year and Plans Formed for the Institution of New and Important Activities

(By PRESIDENT BENJAMIN IDE WHEELER.)



IT IS common knowledge now with those interested in the progress of the University of California that its activities are not bounded by the Berkeley campus nor indeed confined to the provision of instruction alone. The university has in keeping a net work of outlying scientific stations, forests, and farm lands for experimental purposes, as widely separated as Chico in the north and Meloland in the south. I understand it to be the desire of THE TRIBUNE to provide its readers with some account of that which is particularly recent in the progress of the university. Let me begin with Meloland, the newest of our agricultural experiment stations, formally established by the regents at their last meeting.

### IMPERIAL VALLEY EXPERIMENTAL FARM.

Peculiar interest attaches to the foundation of this experimental farm far down in the Imperial Valley that only a decade ago was a trackless desert without human inhabitants and almost without vegetation. Today the district blossoms as the rose—a region of rich and fruitful farms. The conditions under which agriculture is here pursued are novel and unprecedented in American experience and offer a sphere of rare attraction for the work of the university experimenters, observers and agricultural demonstrators. The station is established to investigate the problems of agriculture in a land reclaimed from the desert. The soil, representing the accumulation of the silting of centuries, will be planted in date palms, making an experimental orchard, the culture of which promises rich reward in the hot and rainless climate of the Imperial Valley. The university will also plant five acres of cotton, crop sure to flourish under these southern conditions, and an experimental vineyard, mixed orchard, and plots of various field crops—cereals, alfalfa and the like. This experimental work is supported by a special state appropriation of \$15,000, of which \$7500 is available each year.

The land was provided by gift—ten acres from the supervisors of Imperial Valley and ten acres by the subscription of citizens of the district. The supervisors promise to add ten acres next year and will make similar additional provision for the year following. The land is situated on the line of railroad running from El Centro east to Holtville, the site being about seven miles east of El Centro, the seat of Imperial county. The work is under the immediate direction of Walter Packard, who for the past two years has been stationed by the university in this district. He has already published in collaboration with Professor Coit a guide and handbook for those engaged in farming the district entitled "A Settler's Crop Manual for the Imperial Valley."

### LOANS FUNDS FOR FACULTY AND STUDENTS.

Funds available as loans to students are of more than thirty years' standing at the university, but a faculty loan fund is distinctly recent. Such a fund named after ex-Regent Ernest A. Denicke was established a month ago by the executors of his estate—Mrs. Ernest A. Denicke, Regent F. W. Dohrmann, Frederick A. Denicke, Mrs. A. O. Leuschner and Ernest H. Denicke. The sum of \$5000, together with accruing interest, is available both as to income and accumulation for loans to professors and instructors in the university, with intention that it shall be drawn upon more particularly in cases of serious or persistent illness or other like misfortunes that impose an unforeseen drain on the meager salary of a university teacher.

### ADMINISTRATION OF LOAN FUNDS.

The Denicke fund is administered by the president of the university, the dean of the faculties and Regent F. W. Dohrmann. Loans in general will not exceed \$100, though in cases of special urgency they may at the discretion of the committee go above this amount. Interest attaches at the rate of 6 per cent. If this faculty loan proves as helpful as have the student funds it will be one of the most serviceable foundations in the university. There are now, counting the lately established fund of the class of 1898, ten student funds. The money is in constant circulation, and the fact that no loans have yet been written off as bad debts indicates the seriousness with which the students regard the obligation to repay borrowed sums to become available to following generations. Loans are awarded not on the basis of scholarship alone, the committees of award seeking rather to help earnest and worthy students regardless of special brilliancy. Seniors approaching the time of graduation are good applicants because a loan of less than \$100 frequently enables them to complete the course and take the degree without postponement; and at the same time the money is not long out of circulation because repayment normally occurs within a year of the time of leaving the university.

### STUDENT ATHLETIC ACTIVITIES.

In student life and activity, the most recent development is the pronounced move toward general participation in athletics. This tendency so far as Rugby football is concerned covers not more than a few weeks, but is decided. The intercollegiate contest with Stanford is over, but the game goes on with vim. So many fraternity contests are scheduled that we find it difficult even to close the field on a single day to put the ground in shape. The fraternities, the colleges, the debating societies and other student clubs are all organizing Rugby teams. One may see a scrum at work in front of almost every fraternity house. There is thus evident in Rugby a movement, and I believe a very healthy movement, toward general student participation in athletics which has been going on for several years in other sports. The interfraternity baseball series is an established institution. The six excellent tennis courts on the Hillegass tract are rarely unoccupied and indeed are usually provided with a waiting company. The splendid new swimming pool in the canyon, built from student fees, is frequented by hundreds of students in the warmer months and has some ten or fifteen devoted friends even in these chilly November and December days. Soccer football has come into vogue with practice daily and a schedule of games for Saturdays.

### GENUINE IMPROVEMENT IN ATHLETICS.

The athletic situation thus shows genuine improvement. I have never believed in that state of affairs



DR. BENJ. IDE WHEELER,  
President of the University of California.

where a limited and highly trained company of men welded into a machine should perform on the field with a great portion of the student body watching from the bleachers and enjoying no other exercise than that of the throat. Other features of student life show gratifying improvement. The whole tone and spirit of the student body becomes increasingly good. There is a fine sense of responsibility for the good name of the university that provides an excellent atmosphere for that student democracy which lives and flourishes at Berkeley.

### STUDENT DELIBERATIVE ASSEMBLY.

The senior singing of Thursday evenings is one of the most effective deliberative assemblies of which I have any knowledge. The men gather in senior hall, under the chairmanship of the president of the class, with widely diverse opinions, but through the medium of earnest, straightforward and vigorous discussion a public opinion which is likely to be right and wise is formulated. Here grievances may be ventilated and removed and pending student questions, such as dishonesty in examinations and the punishment to be inflicted therefor, debated. Senior singing is a power for good in the university community.

### GROWING INTEREST IN MUSIC.

I am impressed with the growing interest of the students in music. The musical program presented at the last university meeting in November and provided entirely by student organizations had real excellence. One scarcely realizes without running over the list how many of these organizations have now sprung up among us—the cadet band, forming a part and a very helpful and successful part of our military department; the Treble Clef Society of young women; the Glee Club; the mandolin clubs, both of men and women; and finally the chorus, under the direction of the choragus, Paul Steindorff, of almost 200 voices; and the university orchestra, under the same direction. One desiring, incidentally, to see the university household, students and faculty, assembled should attend one of the fortnightly university meetings on alternate Fridays. We meet perforce now in Harmon gymnasium, the largest auditorium aside from the Greek theater, on the campus; but the building is too small. We had at the last November meeting, for instance, well over 2000 students seated and at least another thousand standing, and these students, be it noted, do stand in surprising patience from beginning to end of each meeting. An auditorium adequate to shelter the university household is a present pressing need.

### ENROLLMENT OF FRESHMEN LARGEST IN THE COUNTRY.

It is evidence of the striking interest of Californians in higher education that the University of California presents this year the largest enrollment of academic freshmen of any university or college in the country. The freshmen number over 1090, the University of Illinois following next with about 900 and Harvard with something over 800. Columbia University will as usual present the heaviest general registration, accounted for by her large graduate departments, particularly her teachers' college; but her entering freshmen number only about 275.

### A HALF CENTURY'S GROWTH.

The growth of the University of California in its half century of existence is extraordinary. Instruction was formally opened in 1860 in the College of California with an enrollment of eight students. On November 1, 1911, the University of California, which succeeded and took over the college in 1868, had under systematic instruction something less than 7000 persons. Far the greater number, or practically five-sixths of these, were students in courses that come within the degree-giving system, including the undergraduate academic and the graduate and professional departments at Berkeley, the professional graduate schools there and in San Francisco and Los Angeles, and the summer session. The remaining sixth were registered in the San Francisco Institute of Art, the short courses in agriculture, the university extension courses, and in the secondary depart-

ments—the Wilmerding School of Industrial Arts and the university farm school. To convey a correct view of the number of persons who really enjoy the educational opportunities provided by the university one must refer further to the public and occasional lectures, the demonstration train and similar institutions.

### SUCCESS OF SUMMER SESSIONS.

So much for general registration. The summer session, opening in the latter part of each June and continuing for six weeks, provides a season of special instruction which was enjoyed this year by no less than 1950 persons, or including the summer school of surveying 2100 persons. This represents an increase of 1000 over the attendance in 1910. Of this number 1630 came from California and the remainder from thirty-six other states and three foreign countries; 1160 were teachers, 375 college students and 415 represented thirty other occupations, among them musicians, ministers, bookkeepers, farmers, attorneys, nurses, librarians, physicians, housewives, stenographers, engineers, dentists, postmasters and even sergeants of police, carpenters, reporters and chauffeurs. The faculty was notable, including in addition to local scholars men of letters and science from the eastern states, and from Europe. Among the most successful lecturers were Professor John D. Spaeth of the English department of Princeton University; Chester Rowell, editor of the Fresno Republican, and now by common recognition one of the foremost journalists in America; Professor George Santayana of the department of philosophy in Harvard University; Professor Paul Ziertmann of the Oberrealschule in Berlin, who has a perfectly remarkable knowledge of educational systems in Germany and America; Arthur Foote, the organist of the First Unitarian church of Boston, one of the most pleasing of lecturers on the history of music; Professor Albert M. Kales of the law department of Northwestern University; and Dr. Cassius J. Keyser, Adrain professor and head of the department of mathematics in Columbia University. In attendance and quality the University of California summer session is now beyond any manner of doubt one of the foremost in America.

### GRADUATE SCHOOL'S PHENOMENAL GROWTH.

The growth of the graduate school is remarkable. The enrollment in four years has practically doubled; in 1907 there was a registration of 214 students, while the figures for this year on September 1 had gone over 425, and with the Christmas accessions may well, in the view of the dean, reach 500. The number of men and women are about equal. Most of the graduate students come naturally from colleges and universities in California, but all the most important universities in the United States are represented and there is a goodly number of advanced students from foreign institutions of learning. The noticeable increase in the number of graduate students from colleges that have membership in the Association of American Universities is gratifying; thus there are nine students from Michigan, eight from Wisconsin, five from Illinois, four from the University of Iowa, two from the University of Minnesota, six from Yale, and three from Harvard. Two of the leading women's colleges of the east, Wellesley and Vassar, have three graduates each enrolled at Berkeley. Among foreign universities represented the following are of particular interest: Euphrates College, Harpoot, Turkey; Calcutta University, India; Waseda University, Tokio, Japan; Edinburgh University, Scotland; Sidney University, Australia; and the University of Toronto, Canada. The department of English has the largest number of graduate students, with history, jurisprudence, agriculture, economics, education and mathematics following in order. The graduate school is steadily forging ahead and represents one of the most interesting phases in recent educational development at Berkeley.

### NEW BUILDINGS ERECTED.

Three new buildings, in addition to the president's house, this year join the greater university group. The department of jurisprudence moved into Boalt hall of law in the spring of 1911 and is now happily established there with class rooms on the first floor, club rooms for students in the basement, and the library and studies of the staff on the second floor. The building of concrete in its exterior and in the interior finished in oak and mahogany, with stairways of California marble and library columns of Italian marble, is one of the most pleasing halls on the campus—a monument of fine order to the late jurist, Judge Boalt, and to the bench and bar of the State of California. June of this year marked the moving of 250,000 volumes from the old to the new university library and the occupancy of the building with the opening of the summer session. It is the monumental building of the campus, and viewed from the north, where the facade appears, is imposing in high degree. Hundreds of students occupy at all hours of the day every available seat in the great reading room with its tempered northern light. All round the building are the seminary rooms, and to the right and left of the entrance hallway the academy of Pacific coast history and the periodical room. The agricultural department, heretofore crowded and hampered in a hopelessly inadequate wooden building, will move shortly to agriculture hall, very properly provided by the state for a department whose service to the people of California is immediate, constant and incalculably valuable.

### THE UNIVERSITY'S ALUMNI.

I close with a word of reference to the alumni. I have recently returned from a round of visits in company with Regent James K. Moffitt, president of the Alumni Association, to our graduates in Southern California. They were eager to hear about their alma mater and to continue to have part in her activities. Many new local associations were formed. The University of California in coming years should be increasingly strong in the strength of her alumni.

Berkeley's high school building cost \$300,000 and houses 1500 pupils. An addition will be necessary within a year.

Berkeley's system of public schools, with a department in manual training and domestic science, have a wide reputation.

Berkeley's new municipally-owned wharf, costing \$100,000, is constantly in use, domestic and foreign ships docking there to discharge cargoes.



# GROWING INTERIOR COUNTY TOWNS AND CITIES



THE town of Niles, located in the interior of Alameda county is one of the most promising communities today, owing to the progress of her people. Enjoying all the advantages of a superior climate, a rich surrounding country, its products have gone a long way to make this state famous throughout the land. Fruits of all kinds are raised in the vicinity.

Niles is the home of the apricot, cherry, peaches, prunes, pears, and grapes of every description. Oranges and lemons also grow there and their cultivation has increased considerably in the last few years. Flowers of great beauty thrive there throughout the year. The streets and parks surrounding beautiful homes are decorated with palm trees and the country has a tropical resemblance not accorded to many places outside of the southern spheres.

Owing to the great production of fruits as well as of vegetables, numerous canneries have sprung into existence and the extent of their trade is widespread. In the last year more than 300 carloads of green fruit were shipped from Niles and vicinity. In addition to this there were nearly 200 carloads of dried fruit exported, 300 carloads of farming truck and 300 carloads of nursery stock.

Among the industries may be enumerated brick manufactories and thousands of brick are shipped annually. Two railroads running through the town give every facility for transportation. The Southern Pacific and the Western Pacific run several trains daily connecting with the bay cities and valley points. With the completion of the Dumbarton bridge, 50-minute service will be given to San Francisco and Oakland while trains will run nearly every hour of the day.

At Niles is located one of the largest nurseries in the world. There is grown nearly every variety of shrub, vine or tree that can be propagated in California. Numerous industries are looking toward Niles as a logical center.

## LIVERMORE.

Livermore is only 41 miles and Pleasanton six miles less from Oakland by rail, while by road through the Hayward pass the former town is about 35 miles and the latter 30 miles from the bay. The Southern Pacific and Western Pacific railroads traverse the valley from end to end and a train can be obtained on one road or the other nearly every hour. There is close communication on each road with Oakland, San Francisco, San Jose, Stockton, Sacramento and all important points, while the Western Pacific railroad has two overland trains each way a day through the valley. A theater train is run and the Oakland and San Francisco newspapers are delivered by special trains for breakfast and dinner.

Livermore is the home of Supervisor D. J. Murphy and he has taken great pains in perfecting the road system of the valley. The roads on the floor of the valley are in magnificent condition, and Mr. Murphy is now engaged in improving the connections with the bay district at Hayward, putting a scenic boulevard through the Niles canyon and reducing the grades on the Altamont hill, which leads into the San Joaquin valley. Mr. Murphy will shortly have a perfect boulevard from Oakland

and San Francisco, and from San Jose on the western side, through the Livermore Valley and on to Byron Hot Springs, Stockton and Sacramento on the east.

The school facilities of the valley are ample and of a high standard. Livermore and Pleasanton each have a high school and there are numerous schools of lower grades in all parts of the valley.

The first time that the city of Livermore attracted much attention as a gold medal section was in 1888 when the Cresta Blanca vineyard got the gold medal at the Paris exposition for its Sauterne wines against the competitors of France and the entire world. That occasion was made memorable, for a general celebration was held with bonfires and a time of general rejoicing.

Since that time the Monte Rouge vineyard, the Ruby Hill, Giersberger, Concannon, Wente and Pioneer vineyards have all been awarded medals of the highest kind at different world's exhibitions.

The wine industry is still an important one, but other lines of farm and garden work are being tried with great success.

Around Livermore several of the most valuable stallions are owned for breeding purposes, and the Livermore Horse Show, of which H. M. Christensen is the president, is an annual event of much importance. William McDonald, J. C. Reimers, Max Berlin, Jesse Young, John Sweeney, the Mulqueeney brothers and a number of others are all interested in this kind of stock.

Oil indications have been found in the hills a short distance from Livermore. As in the case of other products the oil found here is of the highest grade, no other oil like it being found in the state. This oil has shown from 37 to 47 specific gravity, and when it is considered that any oil above 20 specific gravity is regarded elsewhere as a high grade product, the character of the Livermore oil can be appreciated.

## PLEASANTON.

Located in the beautiful Amador Valley, Pleasanton is a town of Alameda county that at once attracts the eye of the traveler, and gives one an impression of wealth and prosperity. With its 1800 population it has a wonderful future, for already it has become a popular place of residence for many wealthy people. Its fertility and general products are similar to those of Niles, Newark, Alvarado and other towns of the interior.

For many years Pleasanton has been known and has become famous as a breeding place of fine racing stock. The track there has been the training grounds for numerous thoroughbreds that have performed over California and eastern tracks to a remarkable extent. Records have been acquired by horses bred at Pleasanton and today some of the largest stock farms in the state are located in the vicinity.

Particularly is Pleasanton noted for its exports of sugar beets, hay, alfalfa, wine and poultry products. By far the sugar beet is its most important product, Pleasanton growers in the last year having shipped nearly 30,000 tons to manufacturers.

For a town of its size, Pleasanton has excellent schools, churches and business houses. The social life is extremely lively and there is always something doing in the town. Of easy access to Oakland and

San Francisco, its residents enjoy the advantages of rapid transit to the cities on any occasion.

## ALVARADO.

Alvarado, formerly the county seat of Alameda county, that is, many years ago, before it was located at San Leandro in the early fifties, is by far the most famous town of its size in the state when it comes to the beet sugar industry. There, was located the first factory in the United States. The methods of the men who inaugurated the industry have been followed in every part of the land. The products of its factories have received the highest awards at all exhibitions where they have been exhibited. In addition to the extensive sugar refineries, there are great solar salt works from which annually there is shipped thousands of tons of salt.

## IRVINGTON.

Irvington is not far from the town of Pleasanton, lying in the same general country and having the same climate.

## DECOTO.

Decoto, the center of a great farming region, is best known as the location of the Masonic Home for Aged and Infirm Masons.

## NEWARK.

Newark, which has the advantage of exceptional railroad facilities, is destined to become one of the most lively manufacturing towns in the country. It is on an important junction point of the Southern Pacific railroad, and the Western Pacific has within the last few years increased the advantages offered to manufacturers who have been locating there.

## MISSION SAN JOSE.

Mission San Jose, founded more than one hundred years ago by the Franciscan fathers, who in their travels selected the fertile valley as a likely place in which to gain their sustenance. They were not disappointed and in the last hundred years, the seed that they sowed has propagated many fold. Today it is a garden spot in the county and olive trees planted there by the friars are today bearing fruit.

## CENTERVILLE.

Centerville is a thriving city in the very heart of a rich farming section. It has a population of more than 1500, while its assessment roll is nearly a million dollars. The climate and soil is about the same as in other towns of the valley and its products are none the less stunted. Large quantities of sugar beets are raised, while grain, hay and fruits are characteristic of the place.

Fruitvale, Elmhurst, Melrose and Fitchburg are all on the route of direct street car communication with Oakland. Each of them are communities of homes and are incorporated in the city of Oakland. Along the estuary are located a number of manufacturing plants. In part, they are low-priced residence sections, large tracts having been recently opened up. The climate is about the same as the heart of the city and altogether the suburbs are healthy communities.

# J. C. WILSON AND COMPANY

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New York Cotton Exchange

Chicago Board of Trade  
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*Main Offices, Mills Building, San Francisco*

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Palace Hotel, San Francisco.  
Hotel Alexandria, Los Angeles.  
U. S. Grant Hotel, San Diego, Cal.  
Hotel del Coronado, Coronado Beach, Cal.

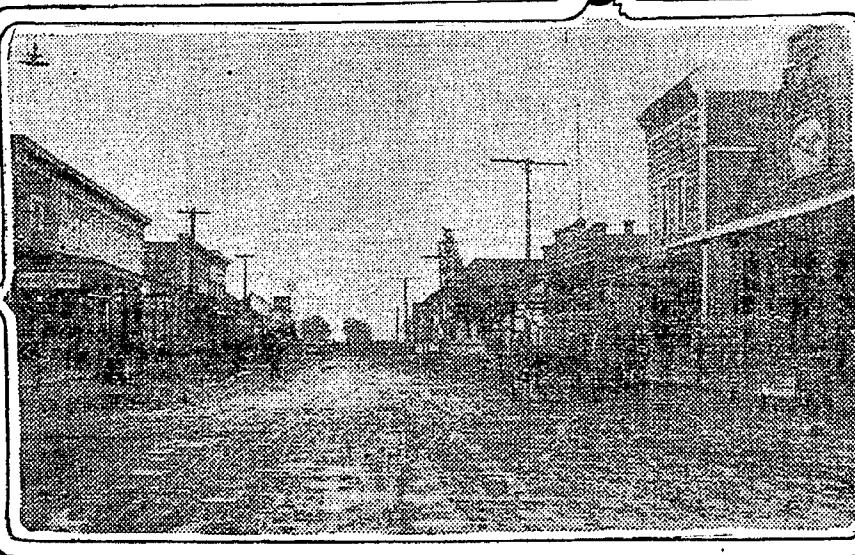
Lumbermen's Building, Portland, Oregon.  
Alaska Building, Seattle, Wash.  
Canada Life Building, Vancouver, British Columbia



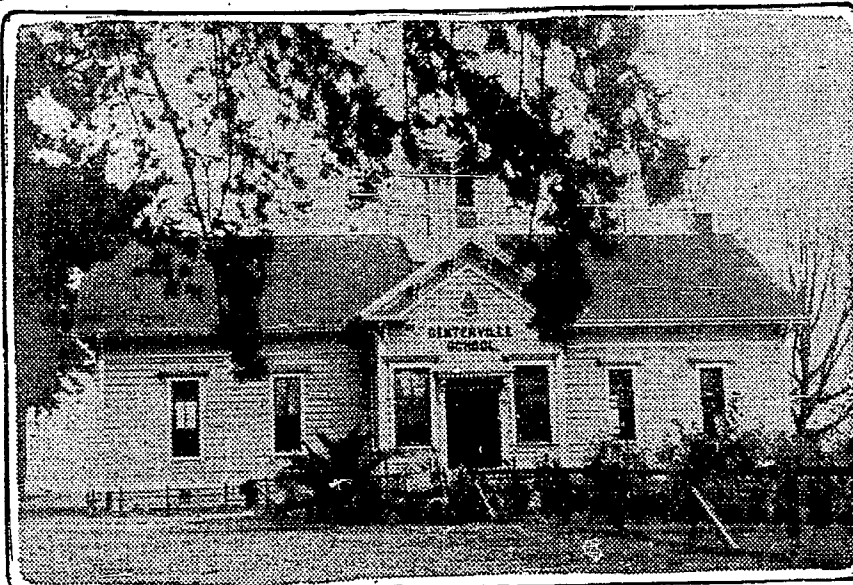
# CENTERVILLE, ALVARADO, SAN LORENZO



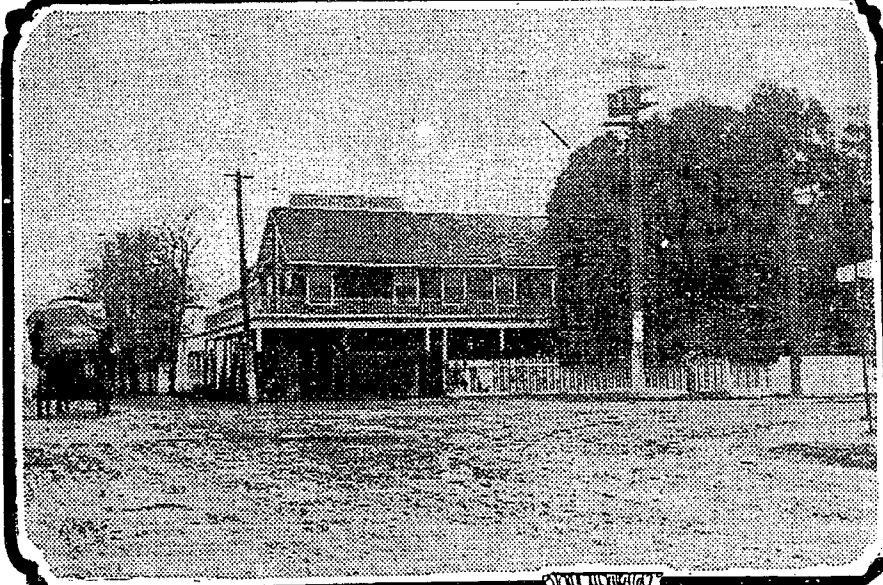
♦ *CENTERVILLE* ♦



♦ *ALVARADO* ♦



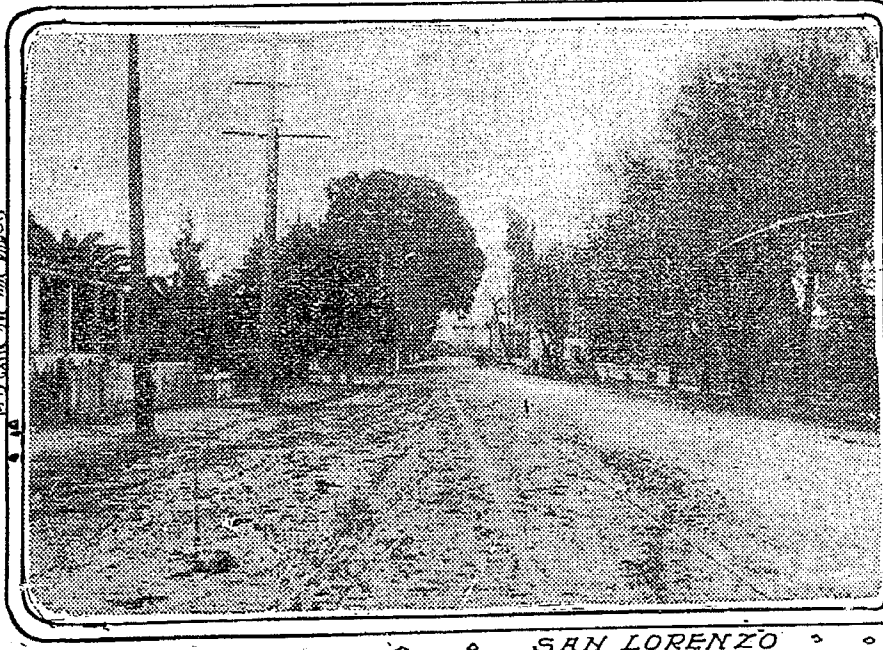
♦ *CENTERVILLE SCHOOL* ♦



♦ *SAN LORENZO* ♦



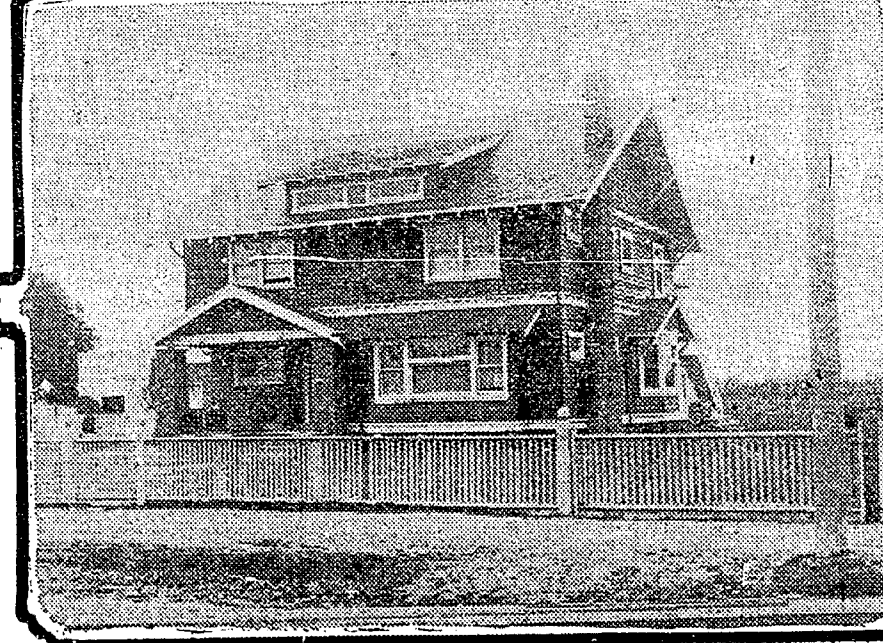
*MASONIC TEMPLE, CENTERVILLE.*



♦ *SAN LORENZO* ♦



♦ *WOODMAN'S HALL & POST OFFICE, CENTERVILLE* ♦



♦ *GENERAL* ♦  
♦ *A CENTERVILLE HOME* ♦

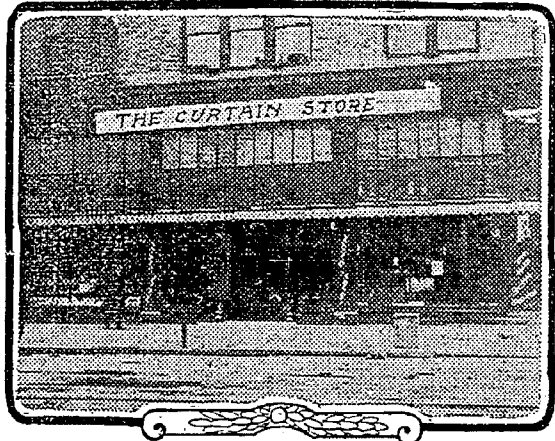


# Berkeley's Progress In Manufacturing

The manufacturing interests of Berkeley have been forging ahead at a tremendous rate, and although but brief mention has been made of this element of the community the expansion of the factories is a cause for congratulation. Cash receipts for freight shipments may be accepted as a fair index of the increase of business, and on examination it is found that whereas four years ago the freight moneys for this district amounted to about \$5000 a month, at present the Southern Pacific and the Santa Fe Companies take in not less than \$1000 a day, or something over \$30,000 a month. These figures do not include the vast amount of freight handled directly between Berkeley and San Francisco by the steamer Victory, that makes daily trips between these two points, utilizing for this purpose the \$100,000 municipal wharf, which affords accommodation for all the shipping that is offered, and helps to minimize freight rates by the presence of water competition. The heavy freight receipts for goods delivered at the Ashby avenue freight station, of course, are not included in the factory district reports. Several Berkeley factories are running night and day to fill orders.

**BERKELEY'S PROPERTY ROLL.**  
Berkeley's property roll is \$2,155,931 more than it was last year, notwithstanding the reduction of \$1,438,-

## New Home of the Curtain Store 520 13th Street, bet. Wash- ington and Clay.



Ten years ago this firm started business at the corner of Fourteenth and Franklin streets with a small stock and limited capital, but an abundance of practical experience and knowledge of the draper, curtain and upholstery business.

From the start they made a strong effort to gain the confidence of the public by straightforward, honest dealings, truthful advertising and never knowingly allowing any of their employees to misrepresent merchandise; until today they boast of having the confidence of the entire shopping public, as well as enjoying the position of being the largest lace curtain, drapery and interior decorative establishment on the Pacific coast.

The phenomenal growth of this firm has made it necessary for them to have more room. They are moving into the large building shown above at 520 Thirteenth street, between Washington and Clay streets. Their new home is to be fitted up in a way that will enable them to display their goods to a better advantage. No expense will be spared to obtain the best possible results.

The success of this firm is directly due to the business ability and integrity of the heads of the firm, namely: G. F. Ochs, J. E. Mauerhan and R. L. Peyton, and the personal interest they have been able to awaken in their employees.

Oakland, the city of opportunity, can boast of many firms who have undoubtedly made as great a success as has THE CURTAIN STORE.



Oakland's Oldest and Most Famous French  
Restaurant.

## Barnum's Restaurant

Southeast Corner Seventh and Broadway,  
Oakland, Cal.

520. which was caused by exemption under the operation of amendment No. 1, adopted in 1909. If this cutting off of railroad taxes had not been required, Berkeley's property roll would have shown a gain of \$3,694,471. Following are the property rolls of Berkeley for five years:

1911.....	\$37,102,245
1910.....	34,946,314
1909.....	33,125,860
1908.....	31,597,988
1907.....	27,736,570

This steady and constant growth of the property rolls of the city may be justly considered as indicative of substantial progress, with none of the factitious elements of boom methods. Several extensive residence tracts, with exceedingly valuable improvements, have been added to Berkeley's taxable property (being literally hewed out of barren acreage) since the first Monday of last March, when the present valuations were established, and it is safely estimated that the next assessment list will show a greatly augmented total of values.

Berkeley water front land prices are lower than those of any other place on San Francisco bay.

Berkeley's water front is three miles in length and offers manufacturing advantages.

## J. E. Lagoria



Thirty-three years of continual service for one concern is the enviable reputation made by J. E. Lagoria, one of the proprietors and manager of the Louis Lagoria Company, the pioneer fish and oyster dealers in this city. At the age of ten years Mr. Lagoria secured employment with the firm of Camelloni, Selna & Lagoria, located in the very market where his establishment is now located. By faithful service and strict attention to business he advanced step by step till he is now manager and part owner in the largest concern of its kind in this county.

One of the peculiar coincidents in Mr. Lagoria's career is the fact he is now located in the exact place where he first started as an errand boy. This building, which is now occupied by the Oakland market, was later bought

by Mr. Hook for \$14,000. It now brings in a yearly rental of nearly twice that sum.

The firm of Louis Lagoria Company are the successors of the well-known firm of Camelloni & Lagoria and are noted for having the latest the market affords in their line. When making a purchase here you can depend upon it being strictly fresh and the price will be no higher than is charged by a great many other places for inferior qualities.

This concern enjoys the patronage of the best families in Oakland and ships to our wealthy residents throughout the entire county.

When wanting anything in this firm's line you will be sure of the very best to be had and prompt service by telephoning Oakland 246 or calling at their stand at the Oakland market, 415 Twelfth street, between Broadway and Franklin streets.

## The California Cotton Mills Co.

One of the most important manufacturing institutions in the West is the California Cotton Mills Company, whose large plant is located in East Oakland. Not only is this company important on account of the magnitude of its operations, but also on account of its having opened up a market and fostered many of our infant industries, notably those of growing cotton and hemp. It is not necessary to hesitate in saying that its mill is the most unique in the United States, if not in the world, in the fact that it manufactures such a great variety of articles from raw materials of four different kinds, namely, raw cotton, raw hemp, raw jute and raw flax, all under one roof and one management, in buildings that cover over 6 acres of ground. This diversity of manufactures has been the means of preventing them from feeling so much the terrible depression which for the past two years has prevailed in the cotton industry of the United States and caused the closing down permanently of many mills throughout the country. People are not generally aware that California is becoming an important cotton raising state, but last year this factory alone used \$250,000 worth of this staple that was grown in our state. This year they expect to be able to secure double this quantity. They use about \$1,000,000 worth of cotton every year, also many thousands of bales of jute, flax and hemp. Their market extends over the entire Pacific coast, Canada, Alaska, Hawaii and the Philippine Islands. The list of articles manufactured includes towels, cotton crash, cotton damask, comforters, cotton batting, wrapping twines, seine twines and various other twines; cotton carpet warp, all colors; cotton wicking and caulking cotton, clothes lines, mops and cords, besides jute, burlaps for all purposes and jute twines and yarns; also hemp twines, B. C. and B. and spring twines, Russian crash and many specialties to meet local requirements, such as filter cloth for beet sugar factories and chemical works, etc. The California Cotton Mills Company was organized in August, 1883, and has been running continuously ever since. It was promoted by the leading financiers of the state, by such people as William Rutherford, George W. Beaver, John Center, V. D. Moody; the Oakland capitalist, E. C. Sissons; our prominent realty operator, Anthony Chabot; the local capitalist, W. E. Miller, and J. Y. Millar. Mr. Beaver was the first president. The works have been greatly enlarged since that time, and today employ between 650 and 700 people. At the head of the company now are George L. Center, president; Fred H. Beaver, vice-president; J. Y. Millar, secretary and treasurer, and William Rutherford, superintendent. The company's main offices are located at the factory at Twenty-third avenue.

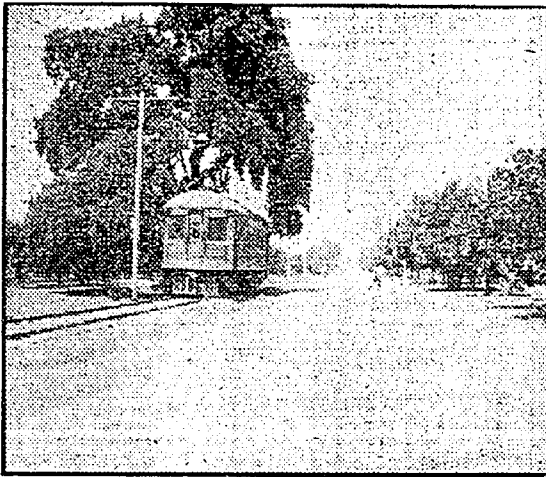
## Mr. F. J. Johnson



Manager Triumph  
Metal Works, 1367  
Broadway, Oakland.

This company manufactures Iron Grills, Railings, Fences and Gates and does Plating in all its branches and Ornamental Iron Work. They also do Gold, Silver, Nickel, Brass and Copper Plating.

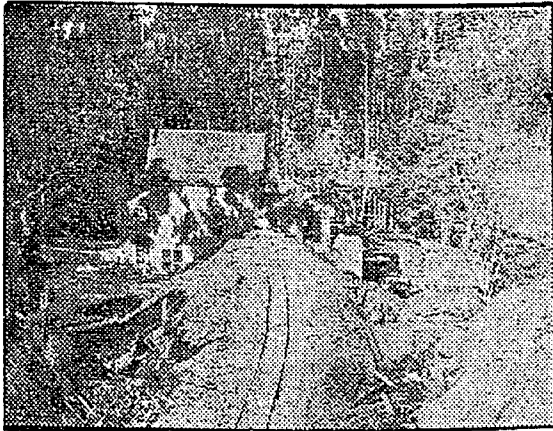
## Oakland & Antioch Railroad Co.



IGNACIO VALLEY, ON A TROLLEY SYSTEM

The development of the interurban system of railroads reaching out to the surrounding country, adjacent to Oakland and its immediate vicinity, will soon revolutionize the prospects of the entire section for the future. The Oakland and the Antioch Railroad Company will soon be finished and passengers and home-makers living in Oakland will have the same pleasure in living in an inviting country home and doing business in Oakland, that the Los Angeles and San Francisco people have.

The Oakland and Antioch Railroad Company travels through an entire new section that has not had any modern transportation facilities in the past. To show how interested the people are in these great advantages that will now be offered to them, it can be stated that over 2000 purchasers have selected plots of land from five acres to 20 acres, and are getting ready to build there very soon. It is certainly a great relief for those who work in the city to hie out into the fresh country and enjoy the many attractive things that are offered by a residence in the suburbs, or a few miles beyond it. It is the first time that the Oakland business man has ever had the opportunity to enjoy the great advantages of a modernly equipped interurban railroad, running regularly and without fail



AT A CROSSING NEAR DINGEE PROPERTY, CITY OF OAKLAND.

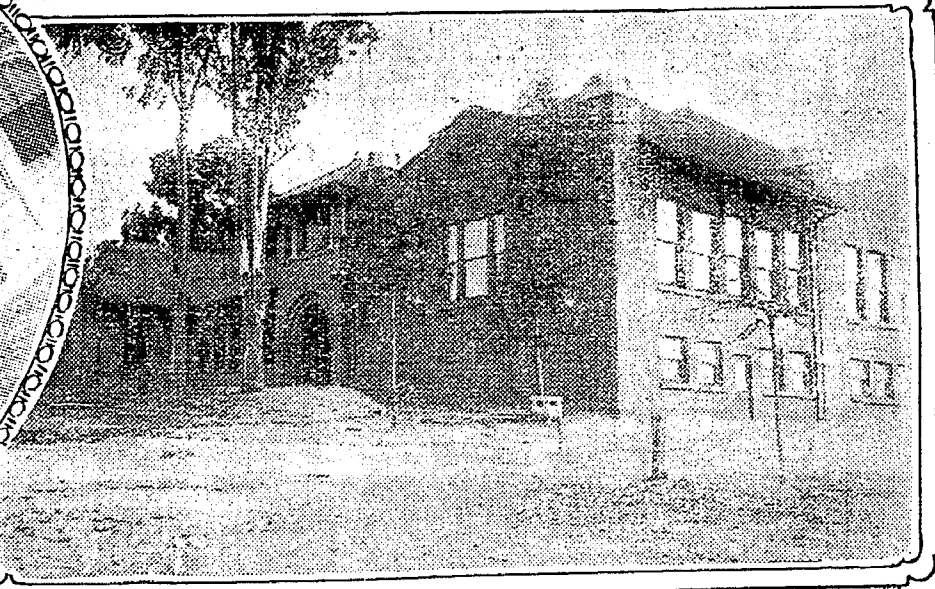
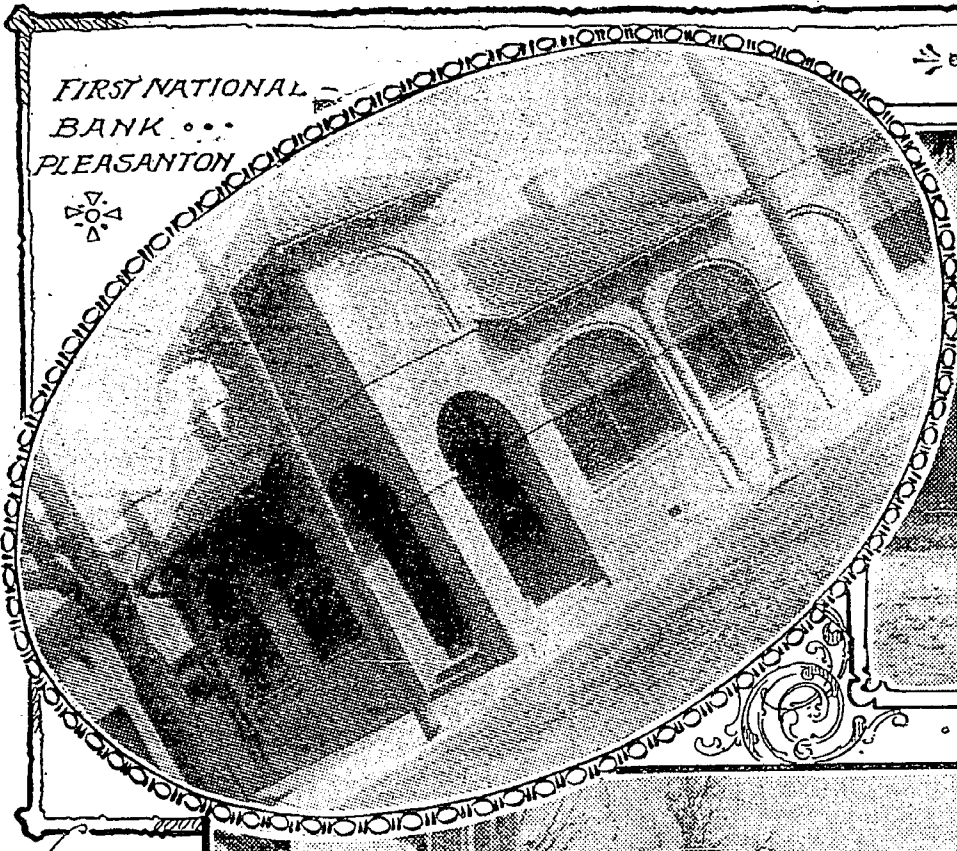
on schedule time. He will have the splendid luxury and excitement of running away from his arduous city life every day and losing himself completely in the many comforting pleasures offered in a simple rural pastoral life. A beautiful country surrounds the course of the Oakland and Antioch railroad that cannot be surpassed in the world. Every deciduous or citrus fruit and every flower can be easily grown to perfection in this region. Walnuts, cherries, strawberries, and all other delicious fruits that are prized for their quality and flavor reach their finest state in this section.

It is one of the favored spots in the entire state of California, and there will be thousands of new homes built there within a few years. Many homes of pretentious and noble character are being planned. Among the latest is that of Mr. William Arnstein, one of the chief inspirers and originators of the Oakland and Antioch Railroad Company. The architects are now busy on the plans and the beautiful home will soon be erected. Mr. Arnstein's residence will be at Alamo. He has selected a picturesque spot for his home, and when it is finished it will be one of the most attractive and striking edifices in the entire country around Alamo.

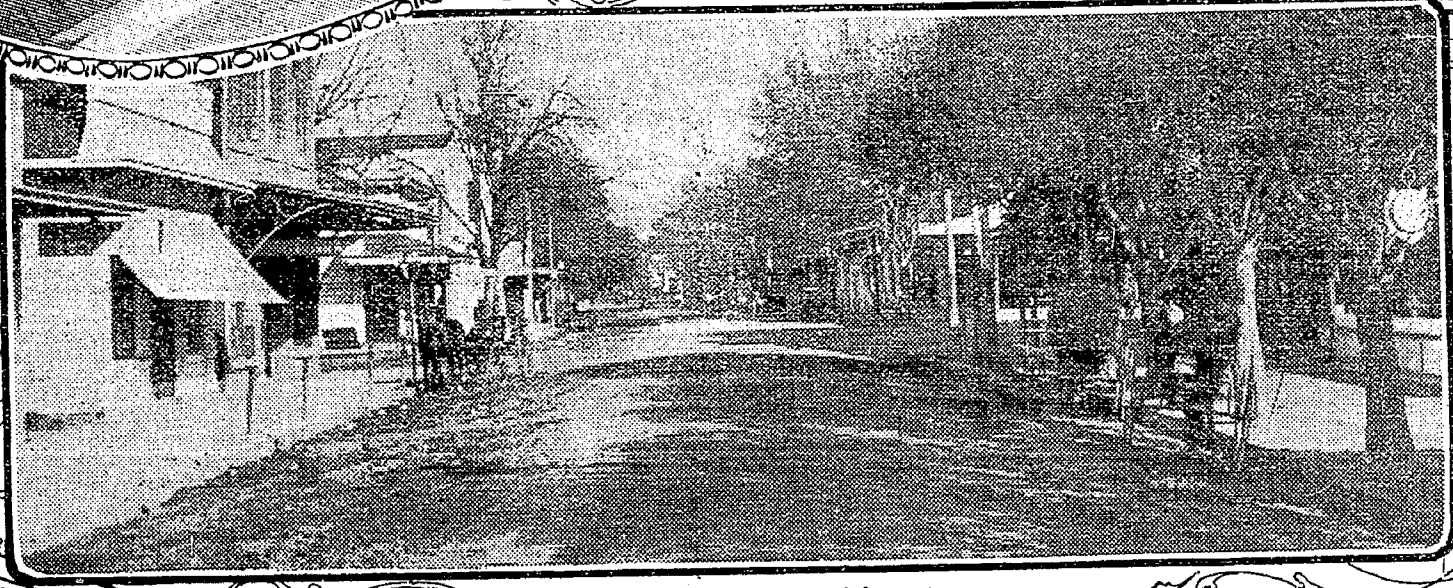


# PLEASANTON, FAMED FOR ITS STOCK FARMS

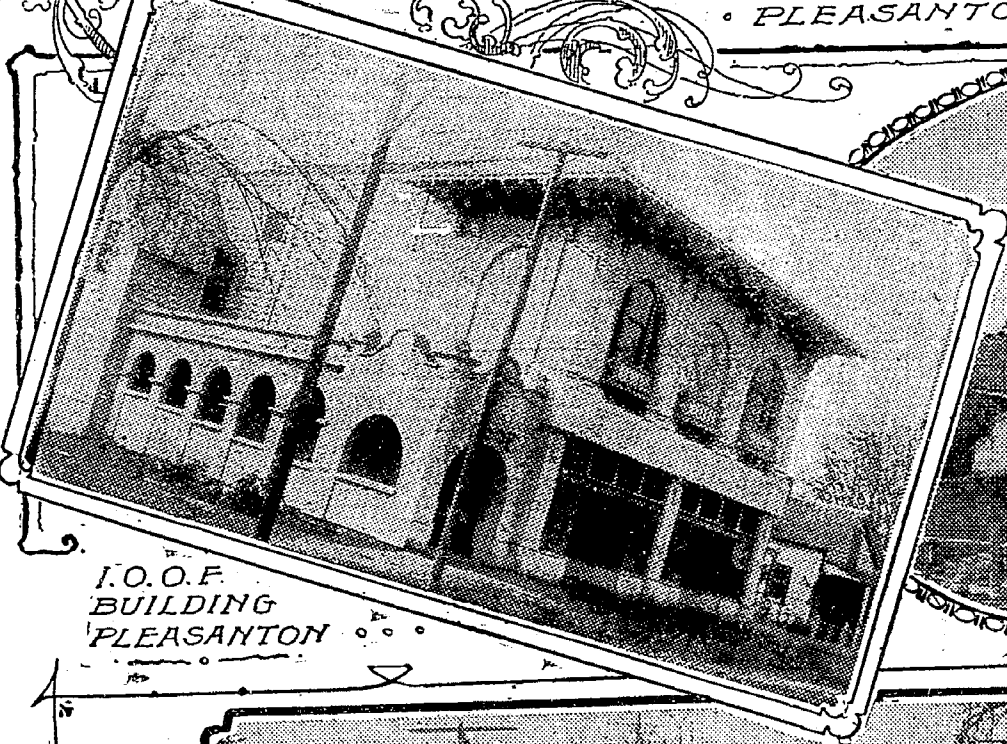
FIRST NATIONAL  
BANK ...  
PLEASANTON



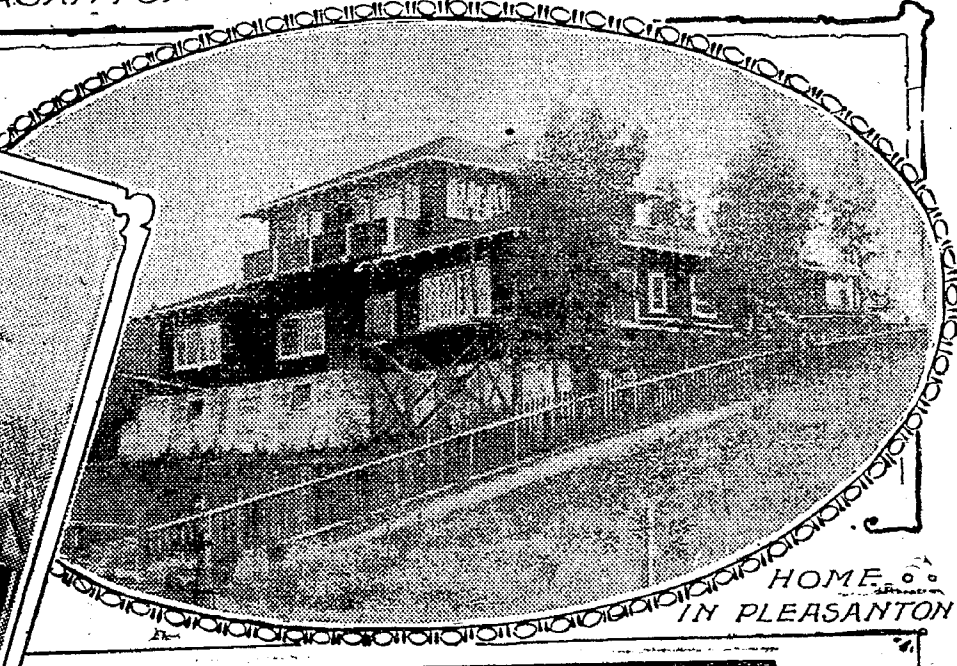
... PLEASANTON SCHOOL ...



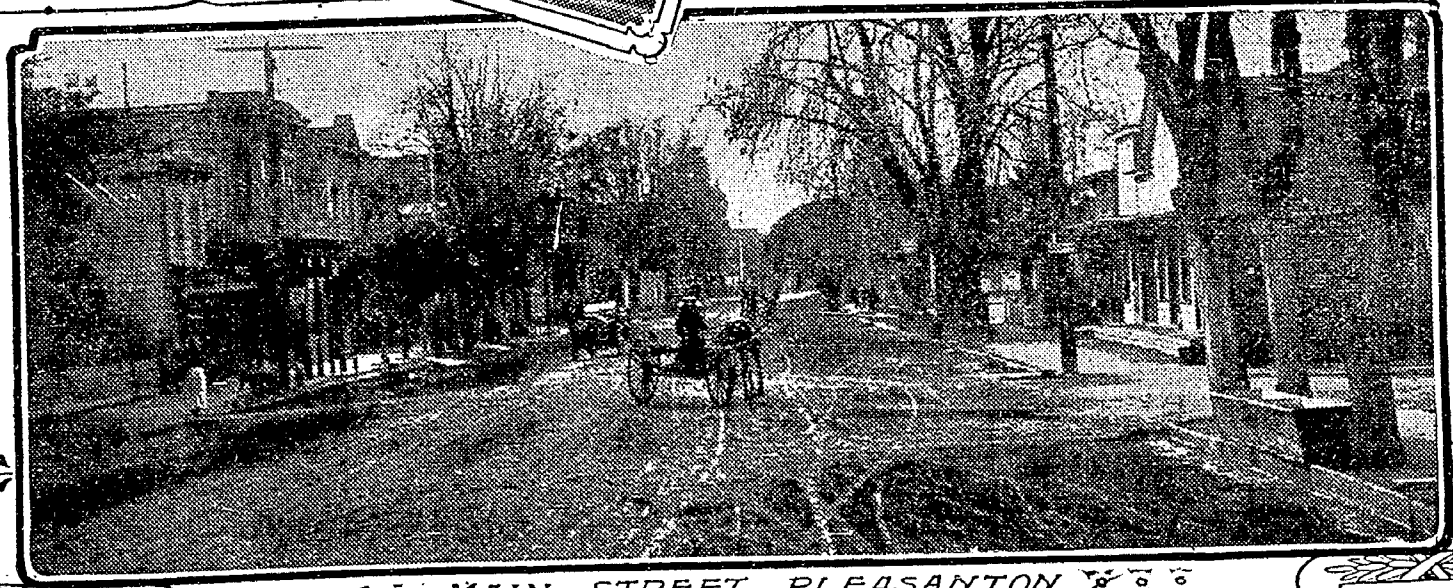
PLEASANTON ...



I.O.O.F.  
BUILDING  
PLEASANTON



HOME ...  
IN PLEASANTON



... MAIN STREET PLEASANTON ...



# ALAMEDA'S GROWTH AND PROSPERITY



THE city of Alameda, long known as a model residence city, and a few years ago widely exploited as the "spotless town," is now reaping the harvest from several years of earnest and active exploitation work. Because Alameda is first a residence city, and, therefore, minus much of the bustle, noise and excitement that marks many purely commercial and manufacturing communities, even Alamedans have permitted their home town to rest under the imputation of being a slow-going place. As a matter of fact Alameda is in the van when it comes to up-to-dateness and smartness as a city of homes. Its streets are premium winners; its homes and gardens are of more than average attractiveness; its electric train service is equaled by but few other local train services and surpassed by none; its system of parks and playgrounds is one of the most comprehensive on the Pacific coast, and the general air of the entire community is one of prosperity and happiness.

## ALAMEDA IS AWAKENED.

Residence communities are slow to arouse to the importance of earnest, efficient exploitation abroad, because when the average man is home he is content to rest quietly and peacefully and let the rest of the world wag on as it will. With his business interests largely in some other section many an Alameda homeowner fails to properly appreciate that he is responsible to his home community in more ways than the simple act of buying a home, keeping his property in good repair and paying his taxes. This spirit of lazy contentment had to be combatted for several years before the Alamedan realized that the vacant lot alongside his home would be an ideal investment if interest could be stirred in real estate. Finally the spirit of the citizens was aroused, largely by the forced trend of progress, and today Alameda is offering opportunities for modest, profitable investments in greater ratio than ever before. Everyone knows that the pioneer seldom reaps the material benefits of his hard work, and every one knows that the time to buy is on a rising market. Alameda's market is now rising, and between the present values and the crest of high prices is a wide margin for the speculator or the more careful investor.

## ELECTRIC TRAIN SERVICE.

The new electric loop which completely girdles the island affords a train service which can never be else than an ideal one, largely through the geographical lines of the island. To the stranger a good mind picture of Alameda can be secured from inspecting the sole of a shoe. The relative width and length of shoe sole and island are more than a fanciful figure of speech. They are closely allied to the actual truth. If a pencil loop is drawn on the shoe sole, a quarter of an inch in from the edge, a fairly good representation of the Alameda electric train service is gained, for the electric cars loop the island in a way which brings a train station within a two or three minutes' walk of practically every portion of the city.

The new service also supplies a half dozen new stations, and brings train accommodation into the very heart of several sections of sparsely settled territory, until recently overlooked by the home builder because the locations were too far from the cars. The old steam cars supplied a large portion of the city with a good service, but the two lines which ran along the north and the south sides of the island did not connect and the extreme ends of the island, and some of the intermediate territory, had to get along the best way it could. When the two lines were joined on the east and west into a double track loop, an ideal service was immediately afforded. How this service boosted the city is, perhaps, best illustrated in the east end, where several hundred new homes have been constructed within the last eighteen months or two years.

## ELECTRIC STREET CAR LINES.

The Oakland Traction Company operates two lines between Alameda and Oakland, and also operates a stretch of local track within the Alameda city limits. The Alameda-Oakland lines cover the city quite thoroughly. The same geographical lines which make the railway and ferry service of the Southern Pacific unrivaled, apply with almost equal force to the traction company's street car service. Alameda now has a car line intersecting the heart of the city which runs through East Oakland, across the main Oakland business streets to the Sixteenth street depot. The second Alameda-Oakland line traverses practically the entire island from east to west and makes immediate connection at First and Broadway, Oakland, with a second Southern Pacific line running to San Jose, the Santa Cruz mountain region and all points on the main Southern Pacific coast route.

## MUNICIPALITY ENTERPRISING.

The municipality itself has kept pace with the Southern Pacific and other large private corporations in a big program of improvements for the general betterment and beautifying of the city. Besides the acquisition of three parks and three playgrounds, the city has recently constructed a modern boulevard across the Webster street marsh, connecting Alameda and Oakland, has enlarged and modernized its million-dollar municipal light plant, and is now figuring on building a modern structure for the valuable electric plant equipment. The city is equipping its departments with auto apparatus to facilitate the handling of municipal business. The fire department has the first auto fire engine ever purchased by a city on the Pacific coast. Plans are now being formulated to replace all of the horse-drawn fire apparatus with auto equipment. The police and health departments have an auto patrol and an auto ambulance, and the street and electricity departments have automobiles to enable the heads of these departments to quickly cover the entire territory within the city limits.

The last municipal improvement of note during 1911 was the enlarging and modernizing of the emergency hospital and the overhauling of several other department quarters in the city hall. The assessed valuation of the city is increasing at an average rate of \$1,000,000 a year.

Perhaps the progress of Alameda is nowhere better shown than in its splendid school department. Two new grammar schools, conceded to be the acme of school modernness as to open air, heating, lighting and ventilating features, were constructed the past year, one replacing an old structure, and the second school building being added as the result of the steady growth of the city. The high school has added gymnasiums for the boys and girls, and maintains a splendid manual training department, in addition to teaching all of the regular high school courses. The Alameda graduates show by their later success in life the thoroughness of the foundation of their mental and physical education.

The Alameda high baseball and football teams have repeatedly won academic school championships. The present Rugby team is also a premium winner. The school department is now planning a system of open-air kindergartens. Medical inspection and a trained nurse are supplied for all the schools by the board of education.

## SOCIAL AND CLUB LIFE.

Social life reaches a high plane in the island city. There are several influential women's clubs, headed by the Adelpian Club, which owns a splendid clubhouse at Central avenue and Walnut street, a property which earns considerable income for the club, besides serving as a club home. The Adelpian Club is composed of numerous departments given over to the study of courses designed for the general advancement of women. The Alameda Tea Club, the Alcyon Reading Club, the Shakespeare Club and the Criterion are the old established institutions. In addition, there are dramatic, literary and reading clubs, and scores of cards and sewing clubs which form an important feature of Alameda social life.

## SPLENDID STREETS.

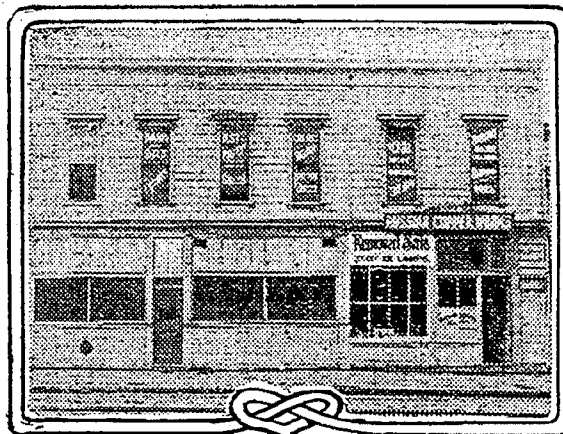
The streets of Alameda are an enduring advertisement of the city. They are well-kept, oiled boulevards, smooth as a dancing floor. One of the city's earliest claims to special notice was because of its fine, level thoroughfares. There are but a few isolated streets yet to be improved. The municipality has ever been liberal in providing for its street department the best possible equipment to work with. A new oil heater and engine, which enables oiled streets to be patched with heated oil, finely sprayed on the filling, has been used with marked success the past fall in going over the thoroughfares and putting them in first-class condition for the winter. Many of the streets are tree-lined, and

many more streets will have shade trees within a few years, as the municipality, through its park commission, recently set out a large number of street trees and the work is constantly being extended.

## HARBOR FRONT OF ALAMEDA.

On Oakland harbor, Alameda has a valuable frontage extending along the entire northern side of the island. The municipality owns two sections of this waterfront, one piece being an 1100-foot frontage near the Webster street bridge and the other being at the north end of Grand street. A municipal wharf will be constructed on the Grand street site during 1912.

Oakland property-owners have built thirty miles of asphalt and bituminous streets, at a cost of \$3,000,000.



H. W. SCHNEBLY, Member Builders' Exchange  
J. F. HOSTRAWSER 180 Jessie street  
J. H. PEDGRIFT San Francisco  
Telephones—Oakland 8226; Home, A-1226

## Schnebly, Hostrawser & Pedgrift

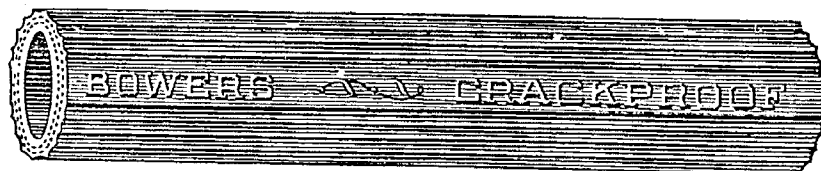
General Contractors and Builders  
Store and Office Fixtures, Show Cases, Interior Hardwood Finish, Cabinet Work of all Descriptions  
Estimates Furnished  
OFFICE AND MILL, 1443-9 BROADWAY,  
OAKLAND, CAL.

# BOWERS

## Molded Garden Hose

HAS NO SEAMS, JOINTS OR SPLICES. MADE EITHER

## CORRUGATED OR SMOOTH



MADE IN

## CONTINUOUS LENGTHS

And Coiled on Reels

STANDS 500 POUNDS PRESSURE

MADE IN

## CALIFORNIA

BY

# Bowers Rubber Works

SAN FRANCISCO

Ask Maxwell Hardware Co. About It

Established 1851.

Capital \$1,500,000.

THE GRATON & KNIGHT MFG. CO.

MAIN OFFICE AND FACTORIES

Branches: Atlanta, Boston, Chicago, Milwaukee, Minneapolis, New York, Philadelphia, Portland, Ore., San Francisco, Seattle, St. Louis.

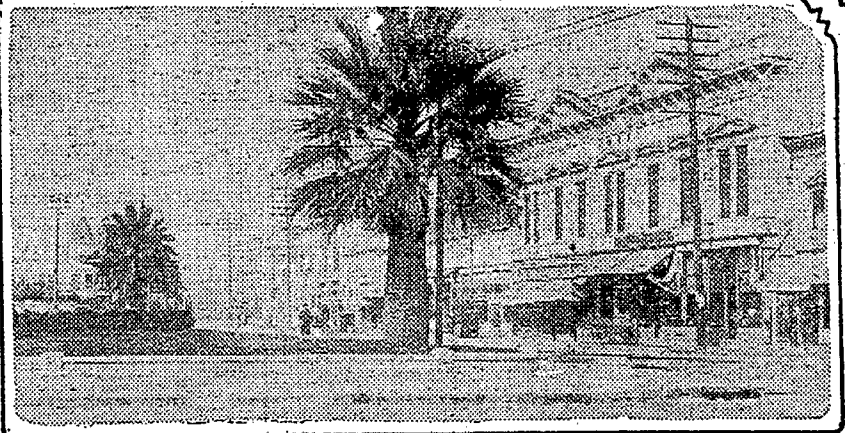
SAN FRANCISCO (Cal.) BRANCH, 30-32 Fremont St.



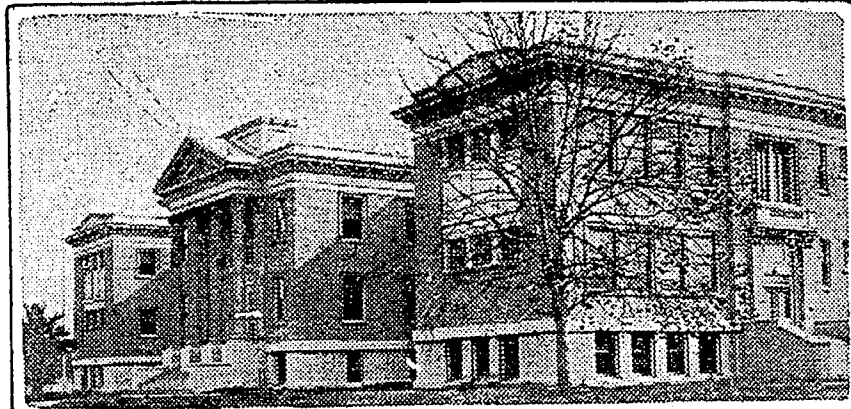
# ❖ San Leandro, the center of the Cherry Region ❖



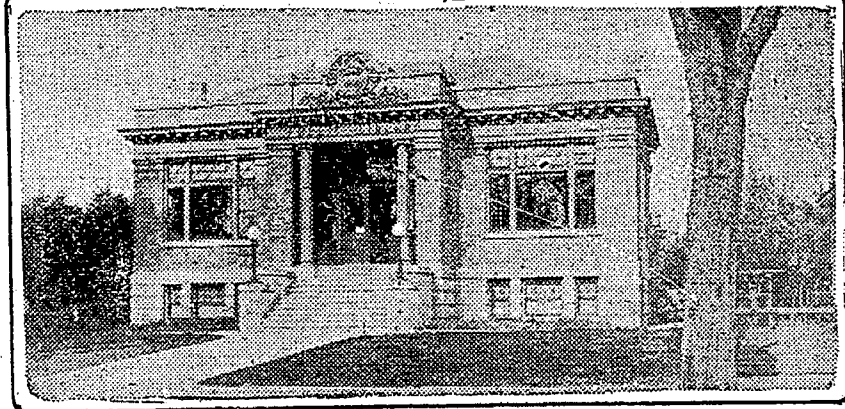
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• • • SAN LEANDRO • • •



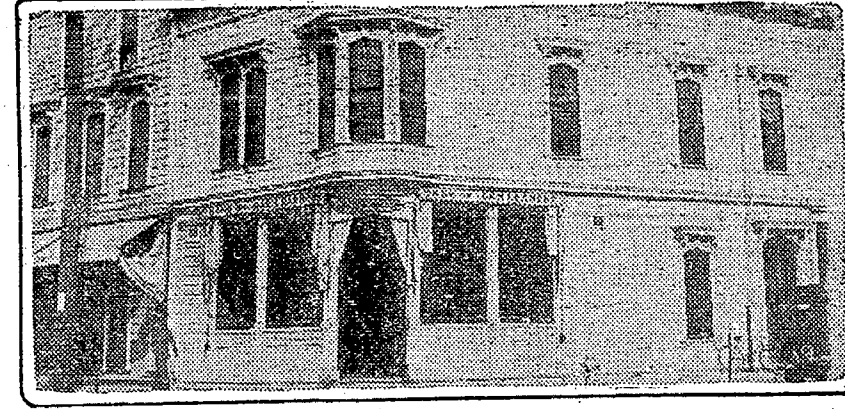
• • • UNION SCHOOL • SAN LEANDRO • • •



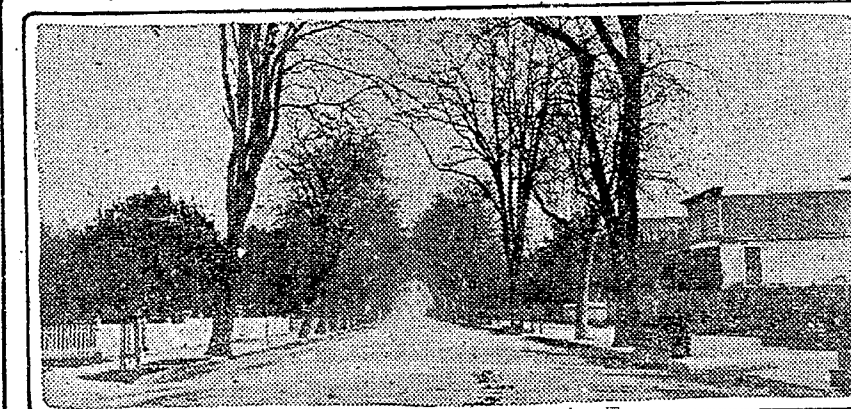
• • • LIBRARY • SAN LEANDRO • • •



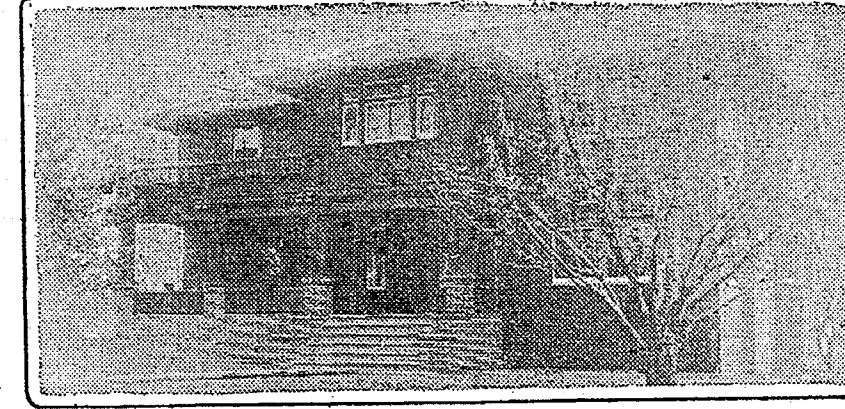
• • • HOME IN SAN LEANDRO • • •



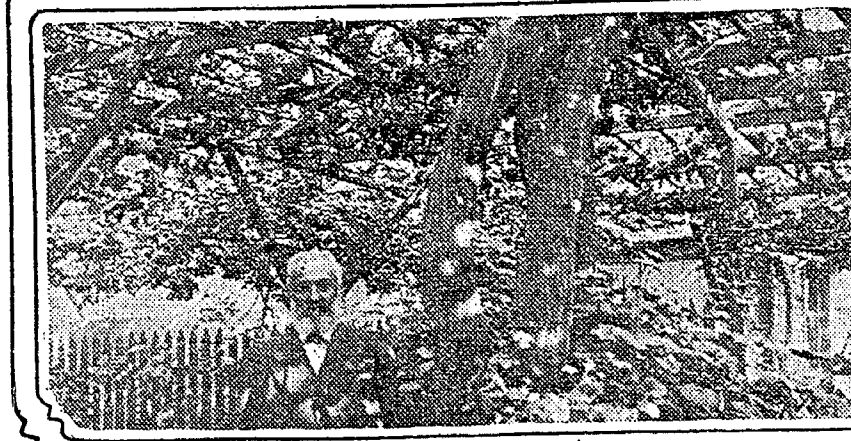
• • • FIRST NATIONAL BANK OF SAN LEANDRO • • •



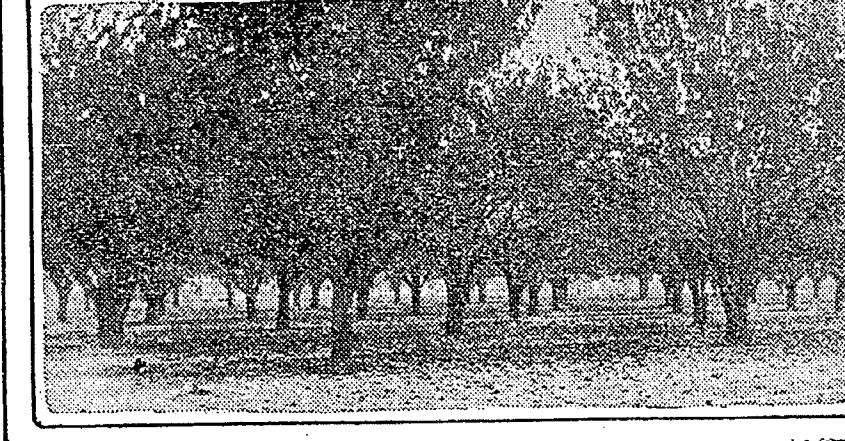
• • • ESTUDILLO AVENUE • • •



• • • HOME IN SAN LEANDRO • • •



• • • RARE VINE 31 YEARS OLD SAN LEANDRO • • •



• • • CHERRY ORCHARD • • •



# History of the Late Rev. Akerly's Church

(By Rev. Father Edgar F. Gee, rector.)

St. John's Episcopal Church, Eighth and Grove streets, is the mother church in Alameda county and the third oldest parish in the Episcopal diocese of California. It started in January, 1855, in a room over a store on Broadway. The congregation numbered 14 people. Its first pastor was the Rev. Mr. Lyle. In 1860, the Rev. Benjamin Akerly, D. D., became rector and continued so for 34 years. Active, zealous, and untiring, he labored not only for his church and congregation, but for the best interests of the whole community. In 1892, the infirmities of age made it necessary that the burden and care of the parish should fall upon younger shoulders and Rev. A. G. S. Trew, D. D., was called as rector and Dr. Akerly retired with the title of Rector Emeritus. After a year and a half's faithful labor, Dr. Trew resigned and was succeeded by Rev. Floyd J. Maynard, now rector of Great Falls, Montana. He, in turn, was succeeded by Rev. Martin Ray. The present rector has been in charge of the parish over eight years. During this period great changes have taken place in the community. Oakland has developed into a city and has enlarged her borders. Her residential quarters have changed and her old families have moved their homes into the beautiful environs of Claremont, Piedmont and the foothill territory.

The parish of St. John is now given over very largely to commercial interests and a transient population.

The congregation in the main is drawn from without its bounds. Nevertheless, she holds her ground, and is enlarging her field. A new territory has been ceded to her by St. Paul's parish and within a few weeks a well-equipped chapel will be opened in the Rock Ridge district and the full services of the church will be maintained. This does not mean that in any way the work in the old parish will be abandoned, but that it will be carried on more vigorously and efficiently, with an increased staff of clergy.

During the past year a most flourishing mission among the colored people has been established.

St. Augustine's congregation worships in the Sunday school of St. John's church and has for its vicar the Rev. David R. Wallace.

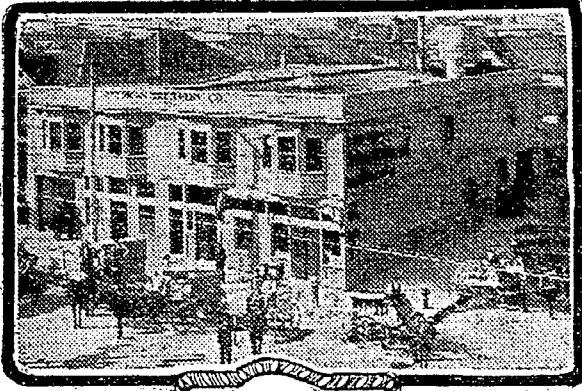
He reports over 40 families and 35 communicants, with a class of 27, who were confirmed by Bishop Nichols, on Christmas Eve. We hope that within a short time this congregation may have a church edifice and home of its own.

From St. John's parish have sprung St. Paul's, the Church of the Advent, Trinity and St. Andrew's parishes.

Alameda built two new school houses in 1911, structures which are freely admitted to be advance models in the way of heating, lighting, ventilating and general fresh air equipment.

San Leandro is preparing for the erection of a new town hall to cost \$40,000.

## The American Creamery



The American Creamery Company is incorporated for \$100,000, having one of the most up-to-date and best equipped plants on the Coast. It is located in their own building at the corner of Fifteenth and Cypress streets, covering a space of 70x100 feet, having cement floors and all modern machinery.

All the milk and cream is pasteurized by a new method, destroying all bacteria. Butter made from pasteurized cream will keep much longer when treated by this process.

The American Creamery Company are producers and manufacturers. They do a general wholesale and retail business in butter, eggs, milk and cream, at all times furnishing their patrons at the lowest market prices. They operate fourteen wagons and own their own horses and ranches, which are located at Newark, Vallejo and Goodyear. From these ranches they draw their main supply of milk. The herds are inspected twice a week by Government inspectors. The company has seventy-five employes on the ranches and creamery.

J. A. Silveira is president and manager of the company, he having been connected in that capacity for over twelve years, and like almost all the successful industries, it has grown from a small beginning to one of the largest of its kind on the Coast.

## Geo. Shima, World-Famous Japanese Potato King.



One of the most original characters and one of the most charming of men is the celebrated "potato king," George Shima, a native of Japan, who started years ago from an humble beginning and his risen year by year until he is now one of the most prosperous merchants on the Coast. He has spent many years studying the proper raising of potatoes in California and as a consequence he is now one of the heaviest producers in the state. He has splendid executive ability and has been a very strong factor in improving the condition of the potato industry in the state. He began life in California about eighteen years ago as a farmer. He realized the great possibilities of California soil and decided that inasmuch as everybody else was interested in oranges and lemons and imagined that those were California's chief products, he would try for potatoes in swampy land, which almost every one regarded as useless, inhabited by mosquitoes and ducks. But the result has made interesting history for California. Much could be written on how Mr. Shima carried on his systematic study of potato growing.

Mr. Shima now farms each season some 4000 acres of the rich land on the Holland tract, and devotes his entire time and attention to the raising and selling of potatoes, maintaining his offices in Stockton, San Francisco and other distributing points. He keeps in close touch with the supply and demand and is always ready to sell potatoes in large or small quantities, shipping by the carload to the distributing markets where the best prices are in demand. This year his success promises to be as great as during any season in the past.

In addition to being known as the "Potato King of California," Mr. Shima is a business man who has faith in the future of the state. He is a polished and educated gentleman. We spent a great part of the afternoon in discussing history of all the countries we could crowd in and I might say here that the knowledge I annexed about Japan was very different and much more interesting than that I had obtained by reading. He is recognized by Japanese as a leader of thought, action and enterprise, and the American people who meet him and have business dealings with him respect and honor him because of his personality and activity. Mr. Shima is a modest and unassuming gentleman who, while taking personal notice of everything and everybody, plans, then executes, then perhaps talks. But not until he has accomplished what he has started out to achieve does he discuss his plans.

Mr. Shima's standing is such that buyers go to his office to close deals for large amounts of "spuds," never seeing potatoes, relying absolutely upon Mr. Shima's word that they will receive what they contract for. This is a most important consideration, and demonstrates the confidence that is placed upon the word of Mr. Shima.

It is told by some commission merchants that before Mr. Shima came there had been no "grade distinctions" in quality among river potatoes. They had been graded only in one class without any reference to their qualities. At that time the delta land potatoes were far inferior in quality to that of Oregon or Salinas. But after Mr. Shima came to farm several ways for improving the quality of potatoes have been employed by him. He is, no doubt, an expert in irrigation for the river potato cultivation. Now the fine shape and bright color of the delta land potatoes are not only considered to be on equal footing with the Oregon and Salinas potatoes, but also they are regarded as superior in some respects. For this success we must give full credit to Mr. Shima.

He thoroughly enjoys good American stories whether about himself or others. Mr. Shima is the head of an interesting family consisting of wife, three sons and one daughter.

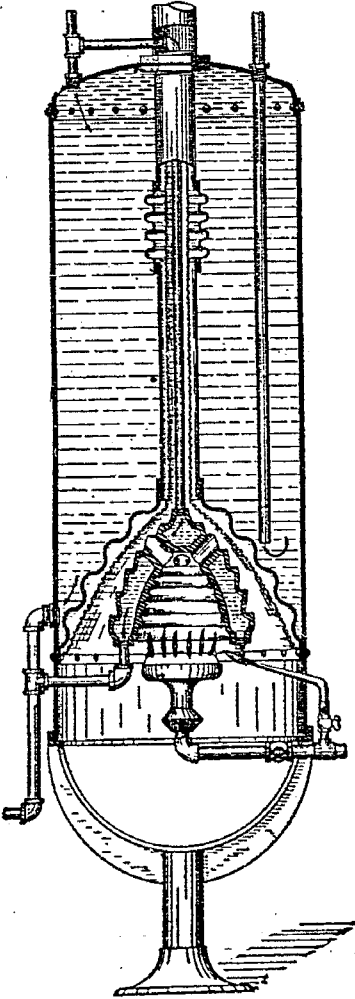
## B. W. ALDEN, Jr.

WHOLESALE MEATS  
STOCKYARDS, CALIF.

Among the most important and wealthiest of Oakland's business institutions may be mentioned the wholesale meat interests, and foremost among these is B. W. Alden Jr. With ample facilities for the killing, handling and storing of their meats, and stock yards located at Sixty-fifth and Bray streets, Mr. Alden enjoys an enviable reputation for carrying only meats of the highest quality.

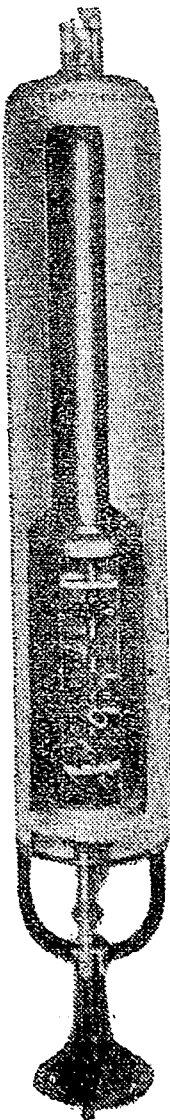
# COLUMBIA COMBINATION KITCHEN BOILER COMPANY

One of the most important of Oakland's varied manufacturing enterprises is the Columbia Combination Kitchen Boiler Company, whose present plant is located at East Eleventh street and Eleventh avenue. This company has recently been reorganized and the firm of Meurrer Bros., a large eastern corporation, have become heavily interested. Mr. Meurrer, the head of the firm, will shortly visit the coast and will then arrange for the erection of a new plant, for the present demand for the Columbia Boiler makes the need of larger manufacturing facilities an imperative necessity.



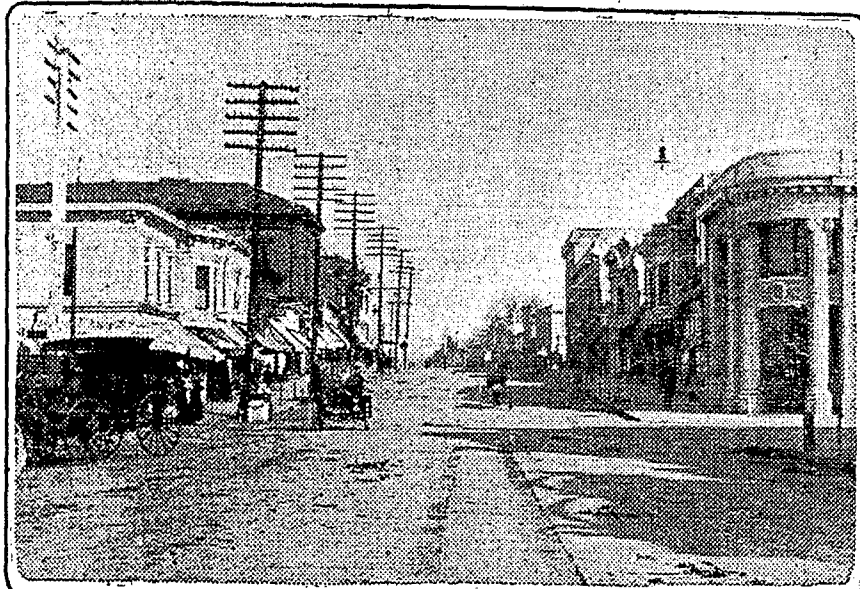
The Columbia Boiler is the result of many years of experimenting on the part of its inventor, Mr. P. A. Deasy, who is well known because of the popularity of his first production, the Deasy Heater. Mr. Deasy has produced in the Columbia a combination boiler that is perfection in every detail. The burner is a model of economy in gas consumption and the interior pipes are so arranged that full advantage is taken of every heat unit. The factor of danger has been entirely eliminated and the boiler is absolutely safe. The compactness and design of the Columbia make it an ornament for any kitchen and the ease of operation and the rapidity of the heating qualities make it a household necessity.

Mr. Deasy is to be congratulated on the fact that so large a corporation, with the numerous types of boilers throughout the country to choose from, should select the Columbia and be ready to invest their capital in his enterprise. The demand for the Columbia is constantly on the increase and with the improved facilities for placing them on the market, their use is bound to become universal.

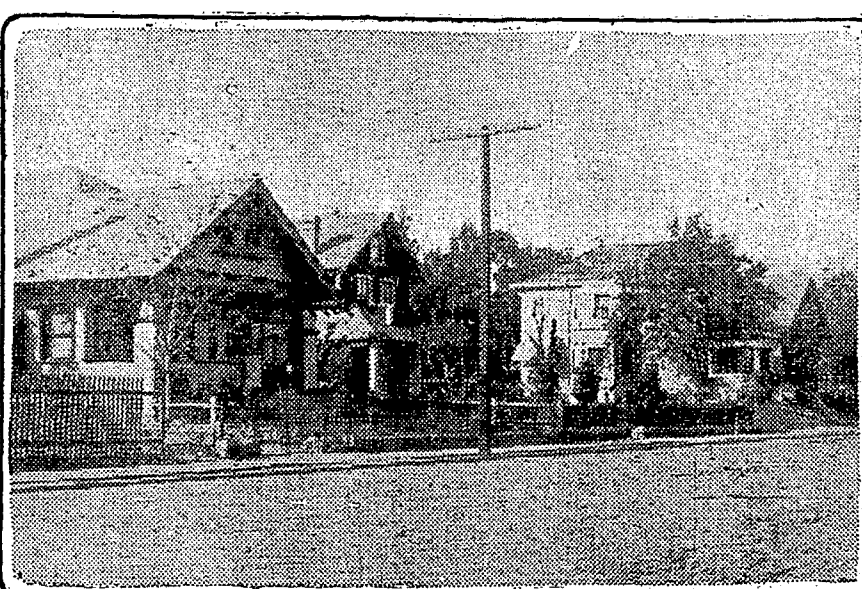




# SCENES IN AND AROUND HAYWARD



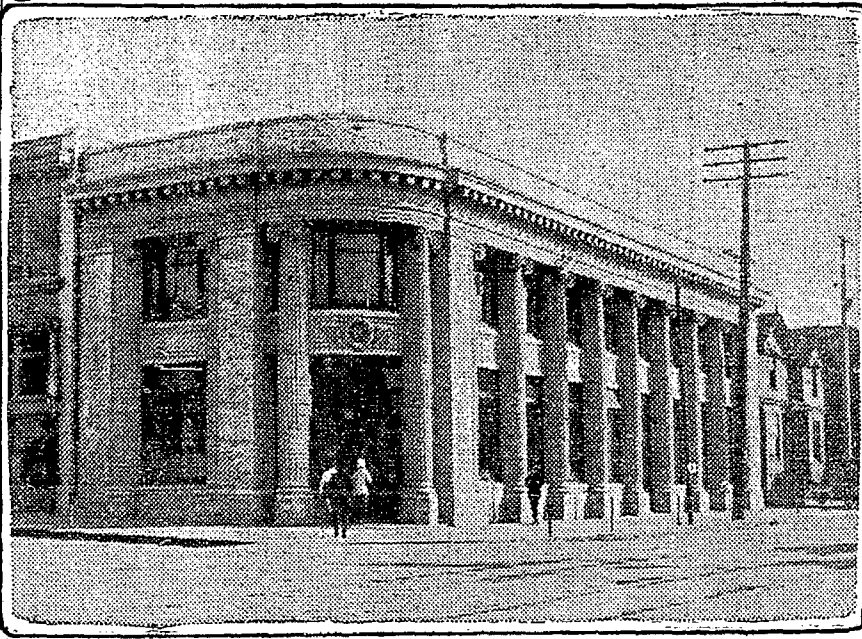
STREET VIEW IN HAYWARD



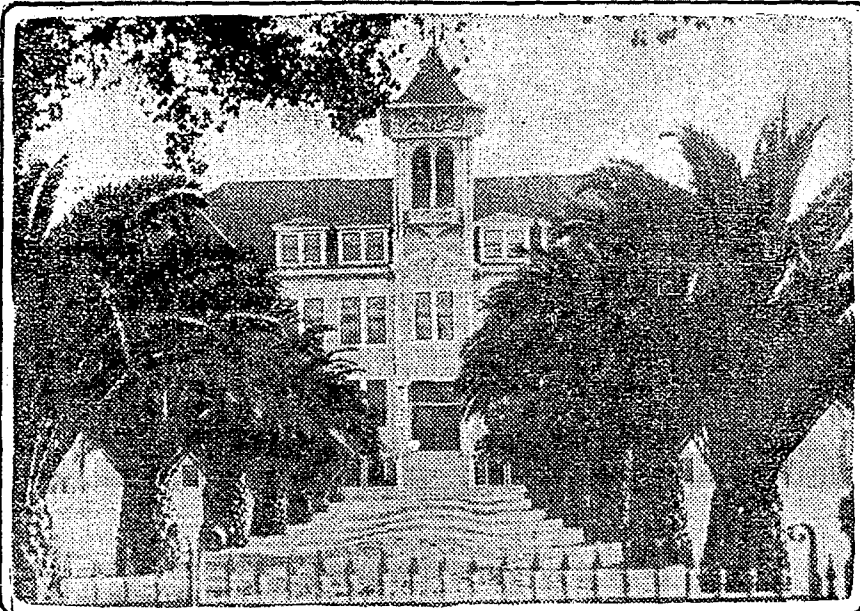
NEW HOMES ON THE BOULEVARD IN HAYWARD



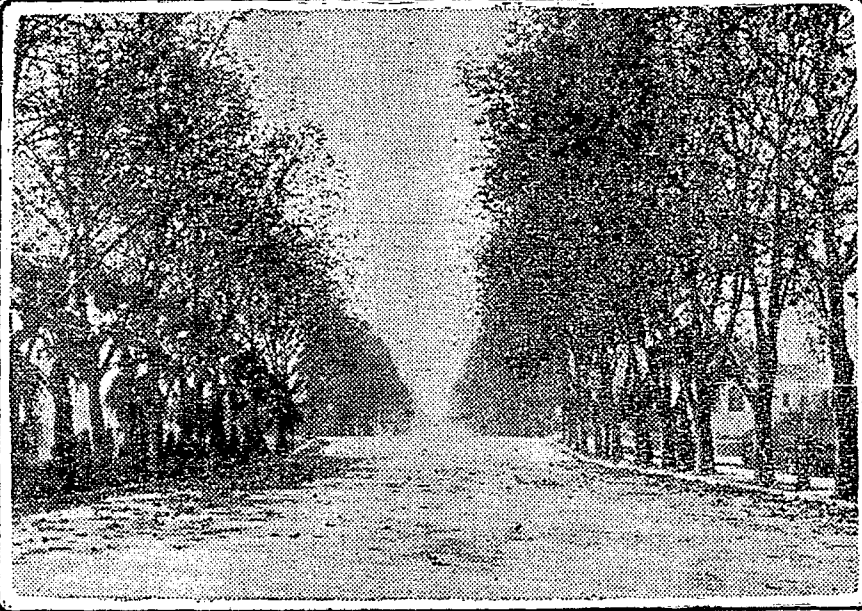
LIBRARY HAYWARD



NEW BANK IN HAYWARD



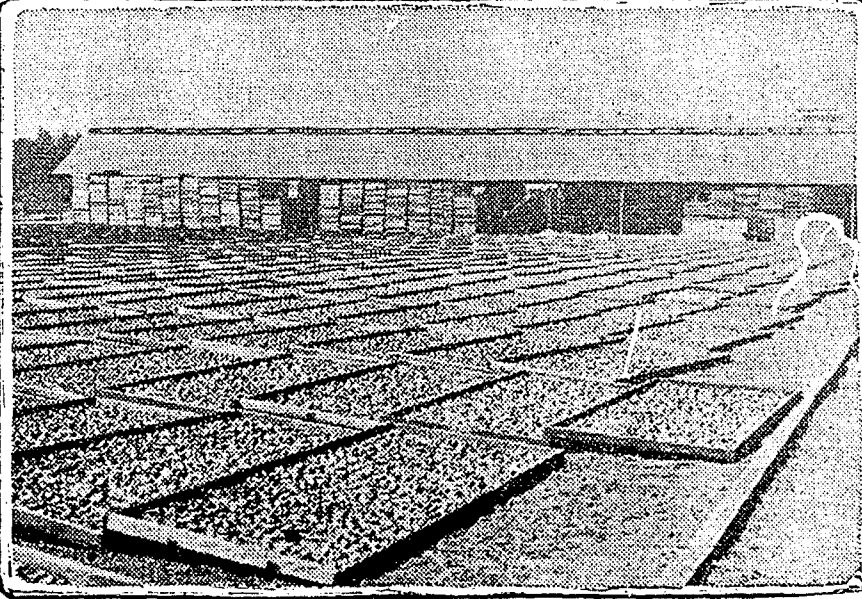
HAYWARD GRAMMAR SCHOOL



AN AVENUE IN HAYWARD



FRUIT DRYERS HAYWARD



FRUIT DRYING HAYWARD

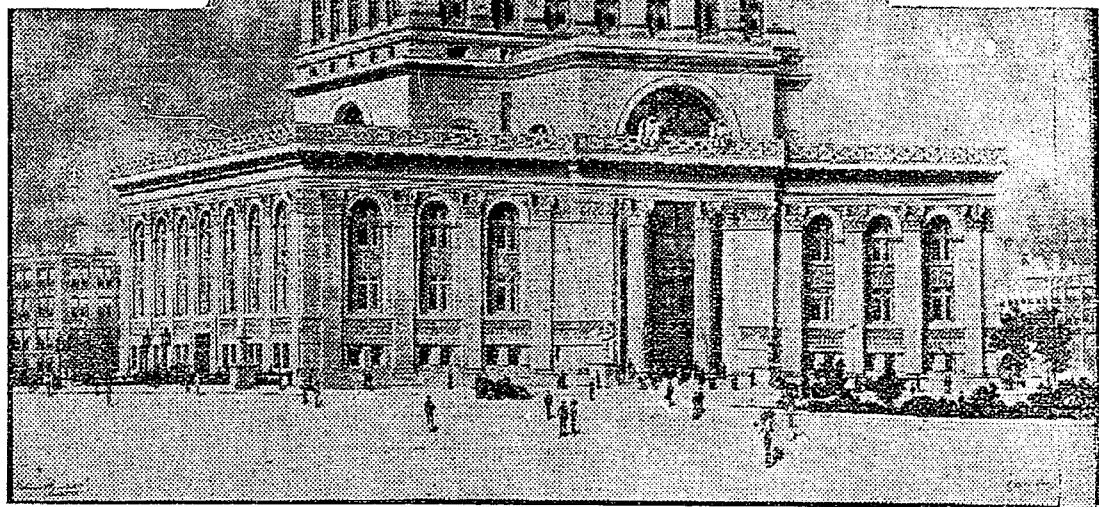
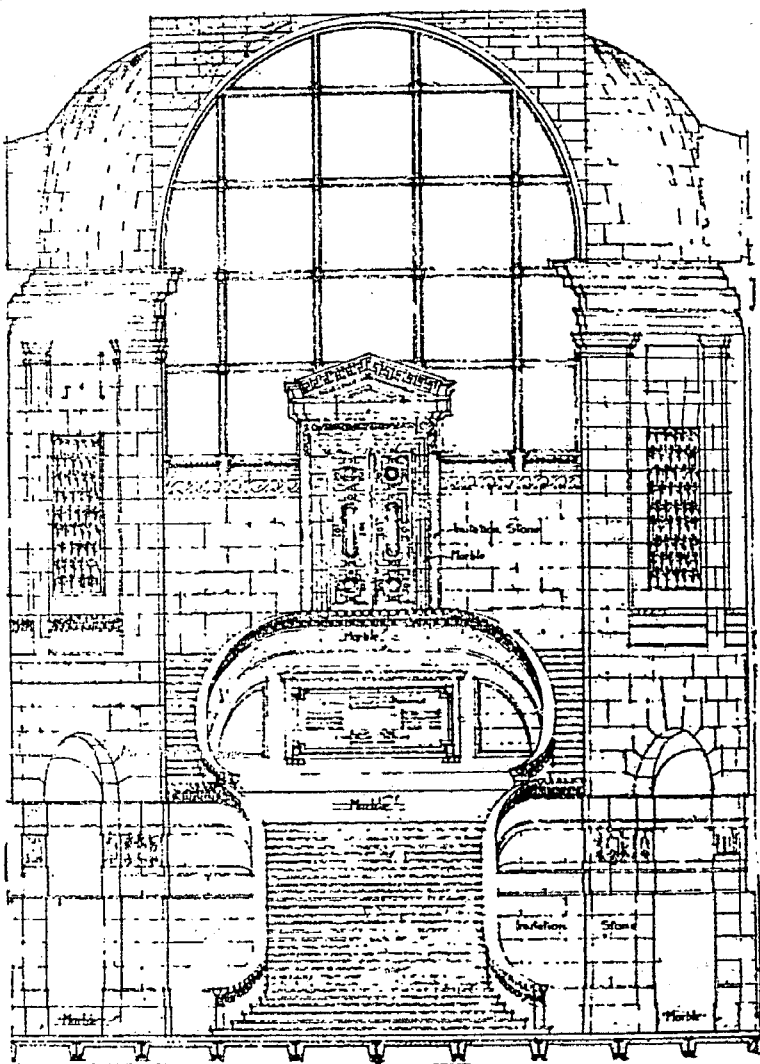


Oakland's  
New City  
Hall  
to Cost  
When  
Completed  
\$1,300,000

New  
City  
Hall

Palmer &  
Hornbostel  
Architects

GRAND STAIRWAY AND APPROACH TO COUNCIL  
CHAMBER IN NEW CITY HALL.



Exact fac-simile of entrance to  
Council chamber in Oakland's  
new City Hall, executed by A.  
Knowles, Plasterer, 985 Folsom  
street, San Francisco.

## ALAMEDA COUNTY'S SCHOOLS

### Rapid Strides Made By Cause of Education During 1911

**E** DUCATION in Alameda county outside of cities took rapid strides forward during 1911 under the administration of County Superintendent of Schools George W. Frick and the able County Board of Education with which he co-operates in this work. Progressive but sane and conservative policies were carried out to increase the efficiency of the country schools and instill more deeply in the people the spirit of education for their children. The policy of the County Board of Education and Superintendent Frick is to be truly progressive in educational matters. They are always ready to give a hearing to all the latest methods and features of the "newer education," but to make haste slowly and not adopt innovations just for the sake of being considered progressive. Sane and sensible progression is their motto and in pursuance of this policy manual training, domestic science and agriculture were somewhat extended in the rural schools during the year just ended.

#### MANUAL TRAINING.

With reference to manual training the Alvarado school is the pioneer in this branch. Principal McCarthy induced the district trustees to provide the material and the pupils of the higher grades made all their own work benches and fitted up their shop with a most complete plant. The Livermore and Centerville Union high schools have both entered upon manual training courses, together with domestic science, and in the instance of Centerville there is a department of agriculture included. There has been built at San Leandro one of the finest grammar school buildings in the county, both from a practical and ornamental standpoint. The spirit of progressive education runs high at San Leandro, and the new school has, in addition to manual training and domestic science, a department of athletics.

In conjunction with the County Board of Education and the county superintendent, the department of agriculture of the University of California is instituting at the district schools gardens and agricultural investiga-

tions as rapidly as possible, this being regarded as one of the most important of the many innovations of last year. This subject has been notably prominent at Niles, Mission San Jose, San Leandro and Decoto, and undoubtedly will be extended to all other schools in the near future.

#### PICTURES IN SCHOOLS.

Recognizing the imperative demand for manual training, domestic science and agriculture in the county schools, Superintendent Frick and the Board of Education, in the revision of the course of studies, have included optional courses in these branches. In this revision the especial attention of the authorities had been directed towards encouraging the refining and uplifting effect of high-class pictures in school rooms. In this connection the county superintendent has sent out circulars strongly recommending that where funds are available and libraries well stocked with books, money be used in the purchase of pictures, particularly because of the permanency of the feature. The splendid grammar school at Hayward now has a fine collection of pictures by the masters that is leading the way by continuous accumulation to the completion of a fine scheme of interior decoration throughout the building.

Reports show that all of the large graded schools of the county, such as that of Hayward, San Leandro, Livermore, Pleasanton, Piedmont, Niles, Centerville and Decoto, together with most of the smaller schools, are approximating in excellence the graded schools of the cities. In fact, the larger schools mentioned are fully equal to the city schools in efficiency.

Compulsory education and regularity of attendance are being strictly enforced in the rural school districts, but with tact and common sense. The county superintendent's instructions in this matter are to enforce the law rigidly in cases where parents indicate a disposition to evade the regulation, but in cases of great urgency, where loss of crops is sure to incur by reason of inability to secure other help on the ranch than the children to harvest them, and the parents are

in a co-operative spirit with the school authorities, to interpret the law from the viewpoint of common sense.

There is not a hill in Alameda and every street and avenue is improved with oil and macadam, save the heavier paved business streets. The thoroughfares are a thing of beauty and a joy forever to the autoist, horseman, motorcyclist, bikist and pedestrian.

## Oakland Manufacturer Secures Coveted Contract

Buswell Paint Company Win Out Over  
Many Competitors in Paint Contract  
for Oakland's New Municipal Building  
Quality of Product and Sterling Reputation of  
Firm Are Factors in Decision of Super-  
vising Architect.

Palmer & Hornbostel, supervising architects of the new City Hall, now under course of construction in the City of Oakland, Cal., awarded the contract for painting of the steel structure of the million and a half dollar municipal building to a California firm, Buswell & Co., of Oakland, in the presence of representatives of the large paint manufacturers of the United States.

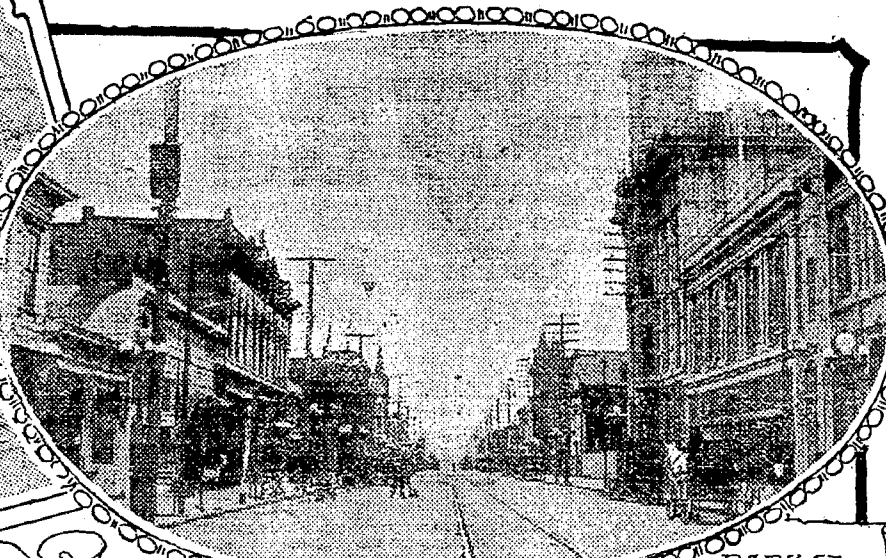
More than ordinary interest was manifested and the numerous representatives assembled were on the tiptoe of expectancy, for the contract was a big one and the tests employed were of the most strenuous character.

This is considered a big achievement for the Buswell Paint Company of Oakland, inasmuch as they were forced into keen competition with the great paint manufacturing centers of the United States in Cleveland, Cincinnati and Pittsburgh.

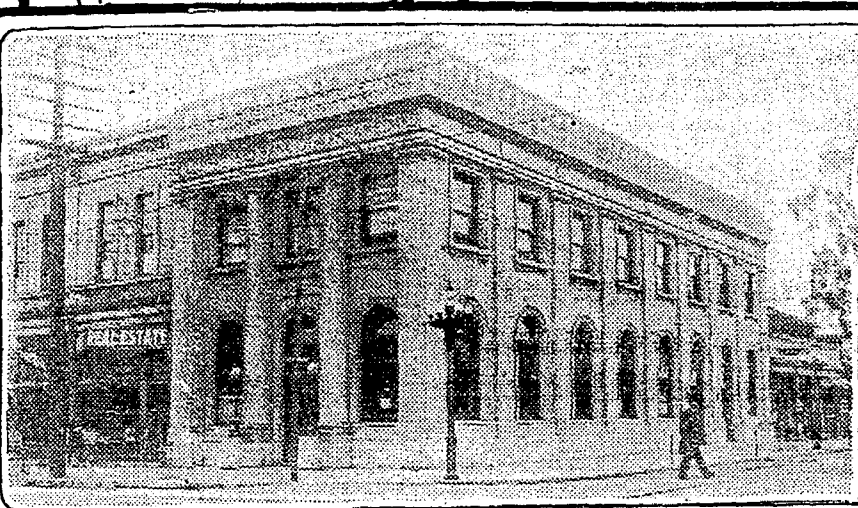


# VIEWS IN THE ISLAND CITY OF ALAMEDA

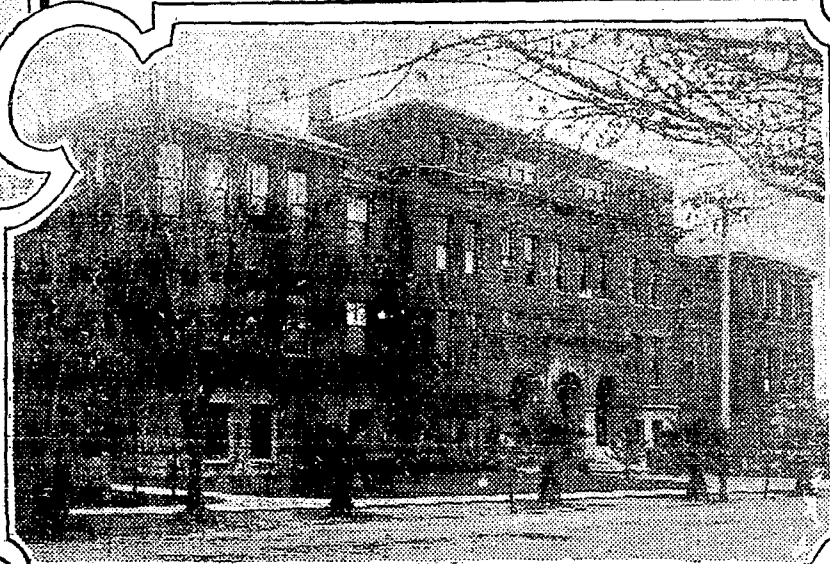
ADELPHIAN  
CLUB HOUSE  
ALAMEDA



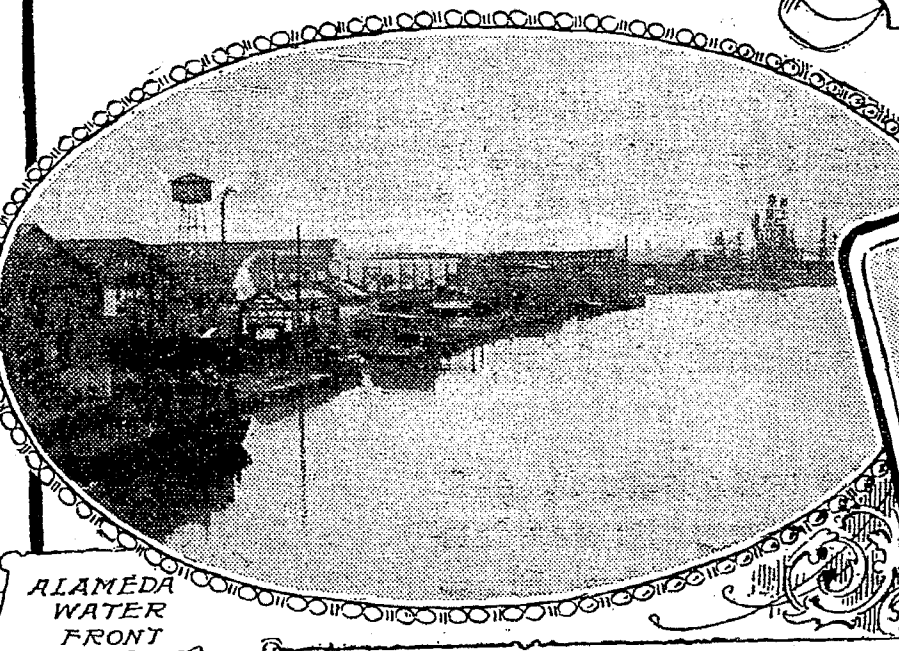
PARK ST  
ALAMEDA



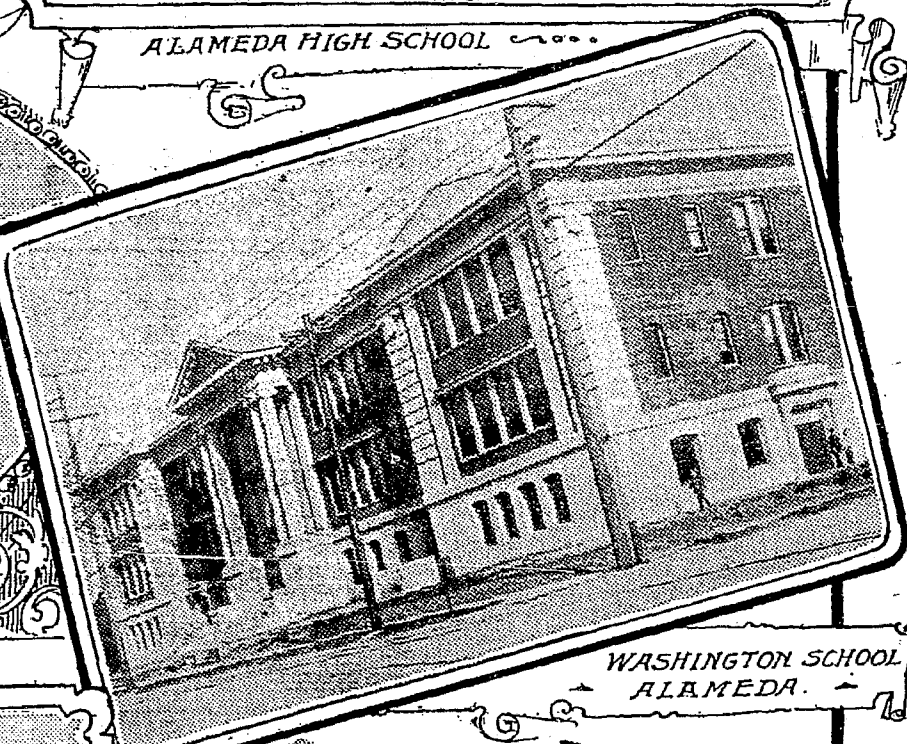
CITIZENS BANK ALAMEDA



ALAMEDA HIGH SCHOOL



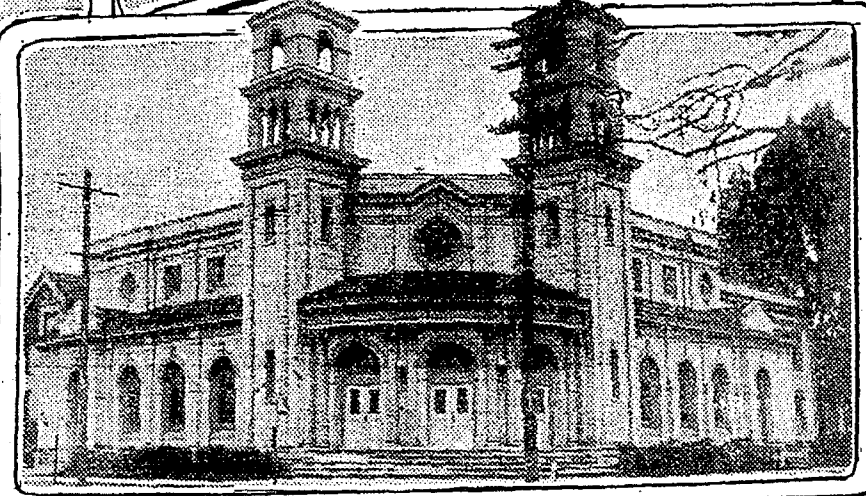
ALAMEDA  
WATER  
FRONT



WASHINGTON SCHOOL  
ALAMEDA



ELKS BUILDING  
ALAMEDA



METHODIST CHURCH ALAMEDA





## Ever Hear of G. H. E. Hawkins?

Perhaps not, but you all know the **GOLD DUST TWINS**. Mr. Hawkins has been for years the advertising manager for N. K. Fairbanks Company, makers of **GOLD DUST, FAIRY SOAP**, etc., and one of the largest users of advertising space in America. Mr. Hawkins is the father of the Gold Dust Twins and the Little Fairy of Fairy Soap fame. This is what he says about billposting:

"Posting has many advantages over other methods of advertising. First may be mentioned the large display which it makes possible and its consequent conspicuousness."

"The possibility of reproducing a trade-mark figure or the article itself in mammoth size tends to impress it upon the mind in an uncommon way and with great force."

"Colors catch the eye. A small child is attracted to a colored Easter egg where it wouldn't waste any time on an ordinary piece of hen fruit. We are all susceptible to the beauty and attraction of colors, and nowhere in advertising does color cut quite so much of a figure as in posting."

"You simply cannot get away from it, and, consciously or otherwise, it burns its way into the mind through an ever alert vision. It appeals to masses and classes—everyone who passes."

# Thos. H. B. Varney

**BILLPOSTING**

**Painted Bulletins**



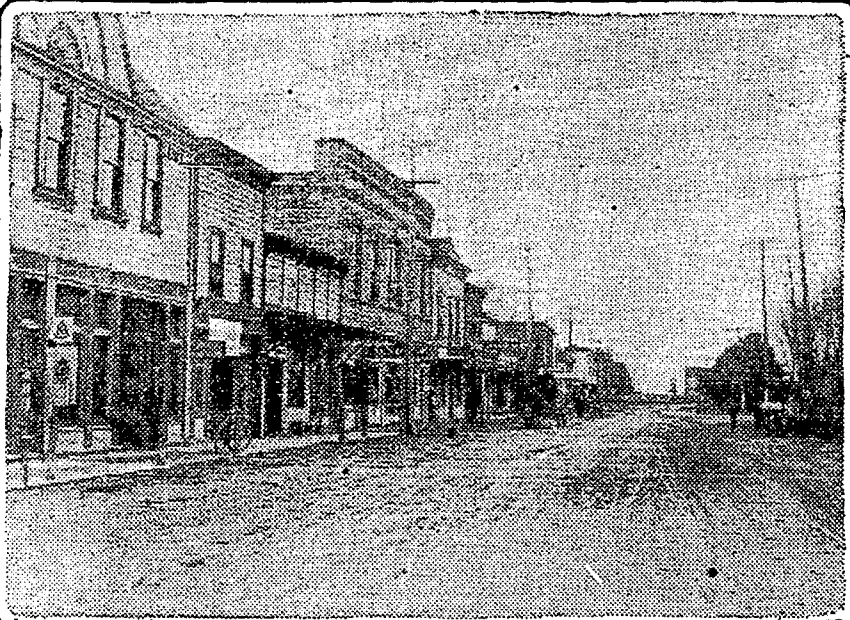
# SCENES IN NILES AND IRVINGTON



◆ NILES ◆



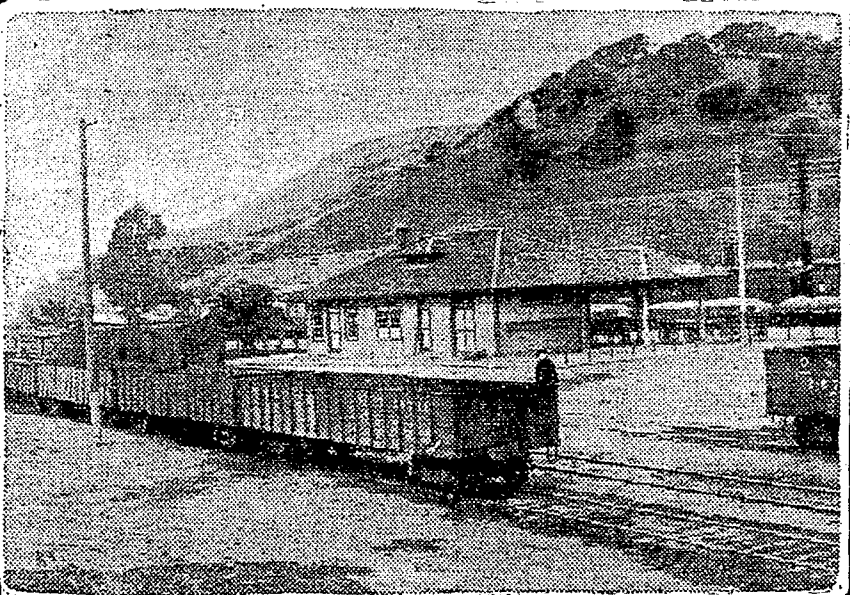
◆ IRVINGTON ◆



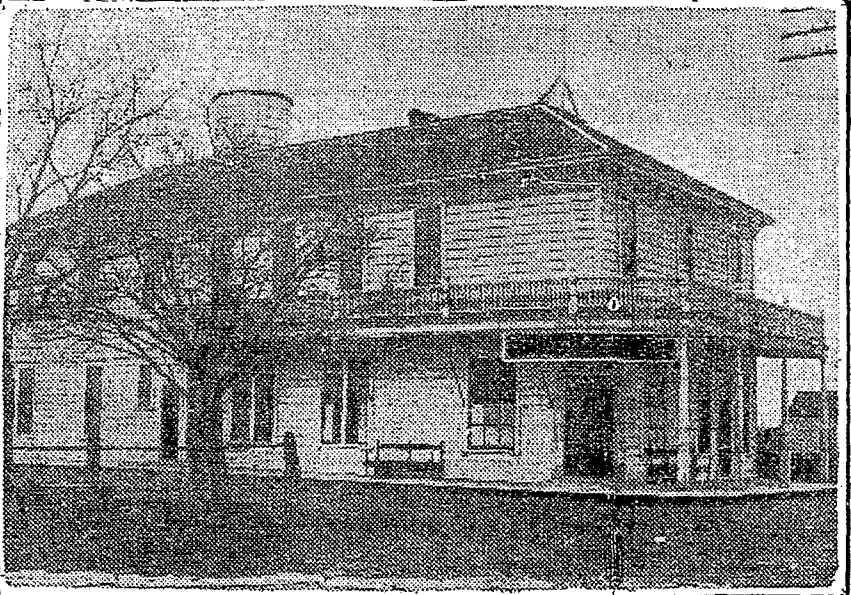
◆ NILES ◆



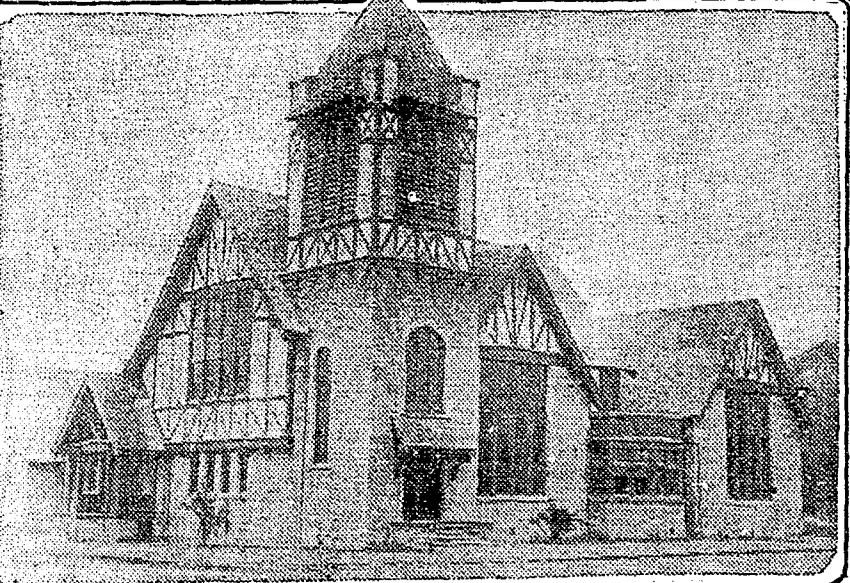
◆ I.O.O.F. BUILDING IRVINGTON ◆



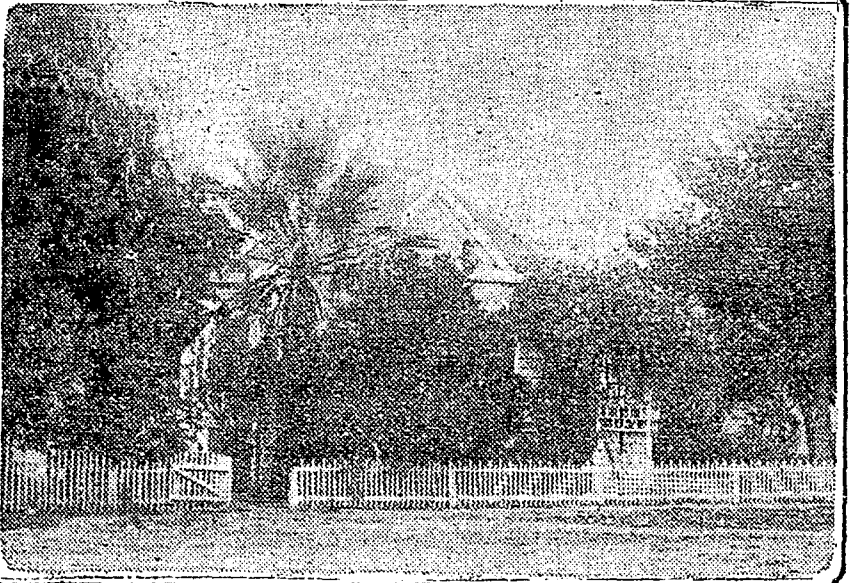
◆ S.P. DEPOT NILES ◆



◆ IRVINGTON HOTEL ◆



◆ FIRST CONGREGATIONAL CHURCH-NILES ◆



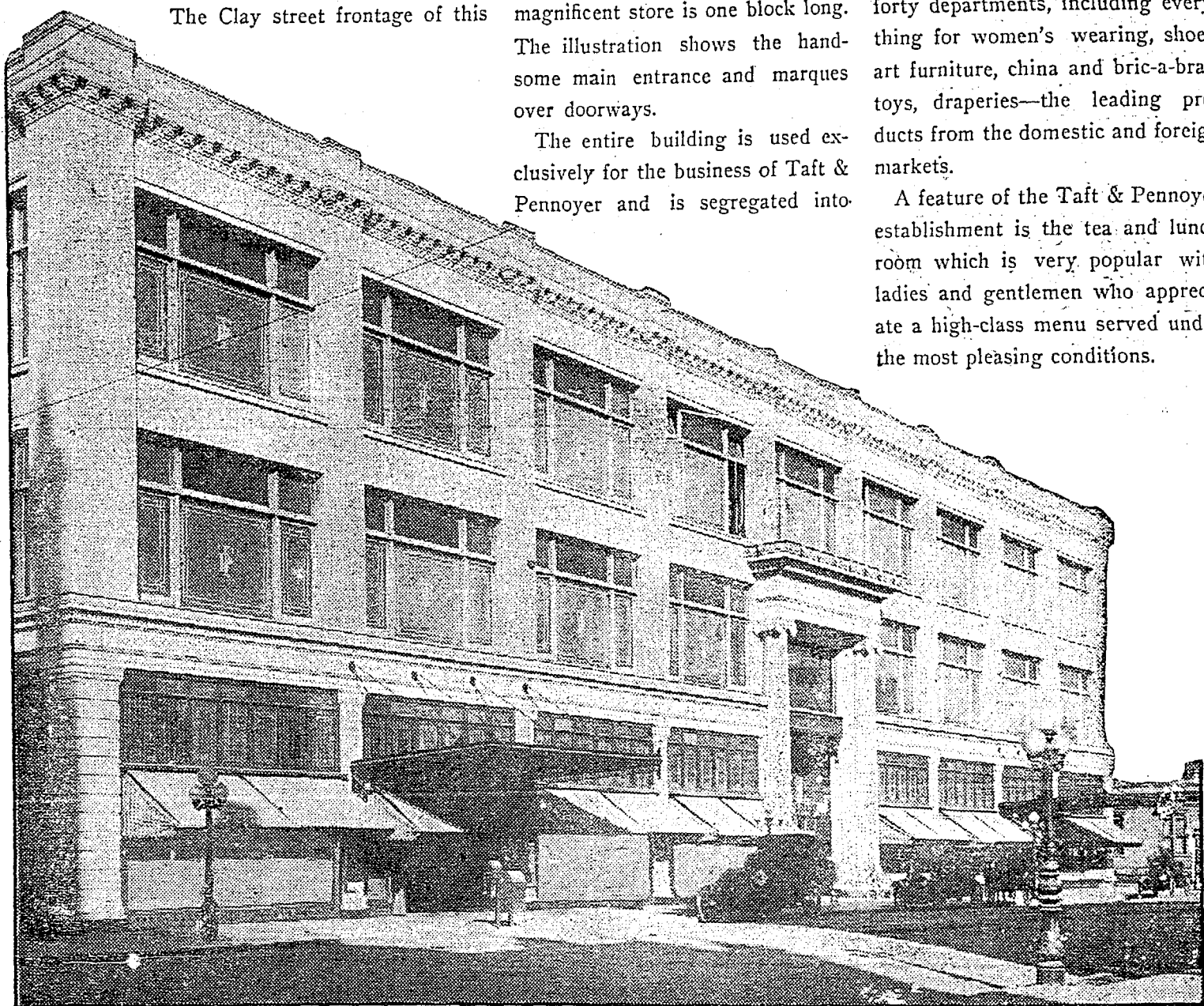
◆ WINTER SCENE ◆ COUNTRY HOME ◆ NILES ◆



# TAFT & PENNOYER'S

## NEW DEPARTMENT STORE

Clay Street, Bet. Fourteenth and Fifteenth Sts.



The Clay street frontage of this

magnificent store is one block long. The illustration shows the handsome main entrance and marques over doorways.

The entire building is used exclusively for the business of Taft & Pennoyer and is segregated into

forty departments, including everything for women's wearing, shoes, art furniture, china and bric-a-brac, toys, draperies—the leading products from the domestic and foreign markets.

A feature of the Taft & Pennoyer establishment is the tea and lunch room which is very popular with ladies and gentlemen who appreciate a high-class menu served under the most pleasing conditions.

## ALAMEDA'S PROGRESS DURING 1911

(By MAYOR W. H. NOY of Alameda.)



HE year 1911 has been the most prosperous in the history of the city of Alameda. During this year the substantial growth of the city has continued. Alameda has, for a long time, been considered one of the finest home cities on the Pacific coast, and the many improvements of the year have served to make it yet more delightful for a dwelling place. The growth is shown in the reports of all the departments of the city government. In 1909 the aggregate amount expended for building in the city of Alameda, according to the reports of the building inspector, was \$489,336. In 1910, the last year for which we have a complete record, the amount expended for building was \$882,656, an increase of more than 80 per cent over the previous year.

### PUBLIC IMPROVEMENTS IN 1911.

Perhaps the most important public improvement during the year is the reconstruction and electrifying of the Southern Pacific railroad. The city has been fortunate in having two parallel roads running throughout its entire length connecting with the San Francisco ferry. This arrangement has enabled every resident of the city of Alameda to get car service within five minutes' walk from his home. Formerly it took forty minutes to go from the heart of Alameda to the foot of Market street in San Francisco. With the reconstruction of the railroads of the city it is now possible to make the trip in thirty minutes. On the north side line, cars for San Francisco run at intervals of ten minutes. Within the next few months a cross-town service connecting every part of Alameda with Oakland will be inaugurated. This service will reduce the time between the business section of Alameda and the business section of Oakland by at least one-half. This improvement in the service was started three years ago and the first electric car was operated in June, 1911. The total cost of the improvements to date is \$2,130,288.

### INDUSTRIES ON RECLAIMED MARSHES.

Another important improvement has been made along the waterfront. The northern portion of the island has immense possibilities from a commercial standpoint. Within the last few years a large area of marsh land has been filled in and is now valuable for factory sites, warehouses and other commercial enterprises. Among the large concerns now located on Alameda harbor are: The large shops of the Southern Pacific electric ser-

vice, the United Engineering Works and ship-building yards, the Alaska Packers' Association, the yards of Rhodes-Jamieson & Co., Taylor Lumber Company's mills, Worden-Meeker Paint Company and the yards of the Powell Bros. Construction Company. During the winter thirty-one vessels of the fleet of the Alaska Packers' Association are anchored off the foot of Paru street.

### EDUCATIONAL ACTIVITIES.

The year has been one of unusual activity in the school department. During the year the board of education carried out a building program which included a new building to replace the old Haight school building, a new building at the corner of Eighth street and Santa Clara avenue and a four-room addition to the Lincoln school. These buildings contain thirty-six full size class rooms, and all but three of these will be occupied at once upon completion, which shows that the population of the city is steadily increasing. The new Haight and Washington schools have been carefully planned and their construction well supervised. The former contains twenty class rooms and an assembly hall capable of seating 700 people, together with about twenty accessory rooms. The Washington school contains twelve class rooms. Both buildings are as sanitary as careful building will permit. Among the unusual features each building will contain four fresh-air rooms equipped with patented casements which permit the opening of the entire window area for the admission of fresh air. These buildings are recognized throughout the country as the most modern school buildings of their kind. The total cost of these three improvements is in the neighborhood of \$180,000.

### EDUCATIONAL STATISTICS.

The attendance in the schools at the opening of the fall term showed an increase of almost 100 pupils. The valuation of school property is \$531,700, as against \$161,800 ten years ago, an increase of 222 per cent. The number of classes is 109, as against 71 ten years ago. The average number belonging in 1900 was 2541, in 1911 the average number was 3258, an increase of 32 per cent. During the year a manual training department was added to the high school and upon the opening of the term the beginnings of a kindergarten system will be made.

The city owns and conducts three playgrounds, which, according to experts, are among the best in the land. These playgrounds are located in the public parks. Last year the city planted more than 16,000 plants, which serve to increase the natural beauty of

these parks. The playgrounds are thoroughly equipped with outdoor gymnastic apparatus and are carefully supervised by attendants employed for this purpose.

### PUBLIC STREETS AND UTILITIES.

The city has fifty-seven miles of streets paved and macadamized. Only five miles of street in the entire city are unimproved and 110 miles of cement sidewalk have been laid. Taken all in all the streets of Alameda are as well constructed and as well kept as the streets of any city of its size in America.

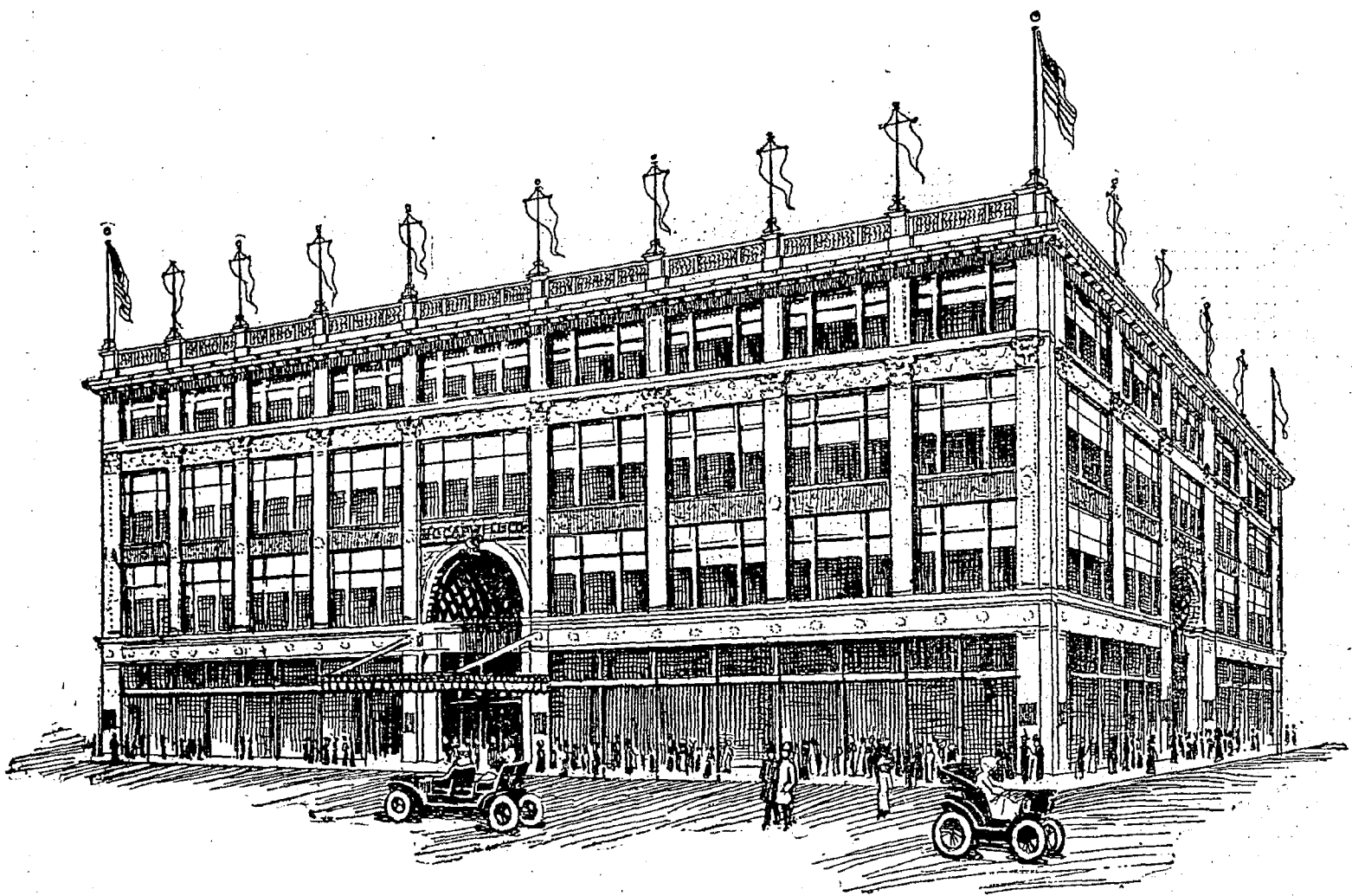
The municipal electric light plant of Alameda shows its customary growth and efficiency. During the year 1033 new customers were added, making a total of 3229. The total receipts were \$121,935, of which only \$11,183 was raised by direct taxes. Out of these receipts the plant delivered light to the city for street lighting free of cost, which, if charged for at the ordinary rates, would have cost \$32,776. The plant is valued at \$500,000. The growth of the plant is shown in its collections. In 1904 they amounted to \$38,727, in 1910 the collections had increased to \$89,656. The history of the municipal plant may be of interest. Previous to July 1, 1887, the citizens of Alameda purchased electric light from the Jenny Electric Light Company, a private corporation, operating under a franchise. On the date above mentioned the city took over the plant of this private corporation and it has owned and operated its own plant ever since. The people of Alameda are now practically unanimous in endorsing municipal ownership on account of the success of their light and power plant.

### MUNICIPAL PROPERTIES.

The municipality owns property to the value of \$1,681,313, not including streets. One of the properties of the city which is certain to become very valuable in the future is the marsh land located on the estuary. This land includes two parcels advantageously situated for commercial use. With the development of commerce that will follow the opening of the Panama canal this property will afford ample dockage facilities.

Alameda enters upon the year 1912 with high hopes that it will be even more prosperous than this year. Its commercial bodies have begun a systematic campaign to place the advantages of Alameda before the people of the country, with a view to attract population and enterprise. The Panama Exposition, the opening of the canal and rapid development of the entire Pacific coast will all add to the prosperity of the people of the Encinal City.





# Constant Progress Through Constant Effort

**A**LMOST completed it stands—this magnificent new home of the H. C. Capwell Company—awaiting only the interior finishings before the doors swing open. But so fine a task are these interior finishings and so particular are we that they shall be perfect to the minutest detail that it must yet be a matter of about two months before our removal.

This new home is the culmination of a hope which had its beginning with our first entrance into this commercial field—a hope that has taken twenty-three years to realize—yet each year brought the satisfaction of that advancement and progress which was to bring us to so great a goal.

It now stands forth in its nearly completed form, the superior of any similar institution in the State of California and the equal in all but size to the boasted merchandising emporiums of the East—judges free from our prejudice tell us so. We have every feeling of satisfaction that the work begun a year ago has been well done.

The exterior with its walls of white terra cotta, its handsome windows and refined ornateness, is most impressive to all who love beautiful forms of architecture, and we know what you are going to say

about the interior when you see it in its perfected whole.

But beautiful as the building is, well do we know that this outward symbol of a great store is but the shell, the kernel of which is dependable merchandise that receives its flavor from a store policy based upon store service. **MUTUAL HELPFULNESS AND SATISFACTION** will be the keynote of this business in the future as it has in the past, and the question will never be how **FINE**, but how **GOOD** a store—a store comfortable and home-like—a store for Everybody.

But in the meantime this coming removal can only emphasize the importance of stock-reducing at this time and

## The Last January Clearance Sale in the Old Store

which is now in its third week of progress, bristles with bargains as bright as on the very first day when the crowds came to see what we had for them and went away eminently satisfied.

These are days of preparation for the greater things to come—and these getting-ready days are your opportunity.

Our Present Location:  
Twelfth and  
Washington Streets  
Oakland

**H.C. Capwell Co.**  
THE LACE HOUSE

Our New Location:  
Clay, Fourteenth  
and Fifteenth Streets  
Oakland



# REVIEW OF OAKLAND REALTY VALUES

## Estimates of an Expert of Long Experience Based on the City's Industrial, Commercial and Financial Growth

(By WILLIAM J. LAYMANOE  
of the Laymanoe Real Estate Company.)

1911 Oakland bank clearings nearly 100% increase over 1909	\$173,666,406
1911 real estate sales	30,000,000
Five years' new building	35,000,000
Oakland industries	1,500
Yearly wages paid skilled labor	25,000,000
Yearly value of manufactured products, over	61,500,000
Cost of waterfront improvements (city)	25,000,000
Railroad corporation leases, improvements	25,000,000

In response to a request to review the Oakland real estate situation I say that Oakland has arrived to that position among the cities of the United States when its figures must be spoken of in millions. A recognized New York City real estate authority declares that during the last census decade the increase in the assessed valuation of real estate in New York City exceeded the entire output of the world's gold mines by \$100,000,000. It is also represented, on equally good authority, that while the market value of the standard stocks of twenty leading railroads and industrials in the United States shrank \$375,000,000 during the year of 1911 alone, the assessed valuation of real estate on Manhattan Island, N. Y., increased \$347,263,640.

The foregoing statements illustrate in the most significant manner possible the superiority of real estate over all other forms of property for investment in a city whose population and financial, industrial and commercial importance are rapidly growing.

### NEW YORK SUGGESTS OAKLAND'S FUTURE.

The processes which worked in New York city to produce these results during the last census decade are correspondingly active in Oakland at the present time and are producing similar developments in the values of real property. New York is the commercial metropolis of the Atlantic coast. All of the signs of the times strongly point to the fact that Oakland is destined to become likewise, in a comparatively brief period, the industrial and commercial metropolis of the Pacific coast, for its development of late years has been accompanied by all of those influences and agencies which have made the increase in the assessed valuation of New York city's realty during the last census decade exceed the world's output by \$100,000,000.

Perhaps some doubting Thomases of small faith may inconsiderately think that such an opinion of Oakland's future progress and development as an industrial and commercial center is too optimistic. But the known facts warrant it.

### GROWTH OF OAKLAND'S POPULATION.

The United States census of 1900 gave Oakland, for example, a population of 66,000. The census of 1910, with all its shortcomings, gave the city a population of 150,174—an increase of practically 250 per cent. The assessed valuation of property in Oakland in 1900 was \$44,224,168. The city's assessor's valuation for the fiscal year 1911-12 is \$129,220,575.

### OAKLAND'S WATER COMMERCE.

In 1900 Oakland's water commerce aggregated 4,000,000 tons, officially valued at \$109,000,000. In 1910 this water commerce had grown to 7,000,000 tons, according to the same official returns, valued at \$175,000,000, as the direct result of the expenditure of \$1,500,000 during the decade by the federal government in the improvement of the harbor, thus making Oakland a close second to San Francisco in the competition for commercial supremacy on the Pacific coast and leading the tonnage of other coast cities.

### TEN YEARS' BUILDING.

During the past decade approximately \$50,000,000 has been spent in Oakland in the construction of new buildings, \$35,000,000 of which has been expended in the last five years, and the year 1912 promises to witness the expenditure of approximately \$10,000,000 in the same line of improvements, the major part of which amount will figure in the erection of new, modern business buildings within its central, business and manufacturing district.

As a further comparison of Oakland's present and future growth few realize the fact that San Francisco ten years ago with a population of 350,000 only built five, six and seven million per annum, while Oakland for the last five years has been averaging \$7,000,000 per annum, 75 per cent of which has been in the residential district. Now, Oakland will do just as San Francisco did begin to do, for Oakland's residential section has had such a wonderful growth it will force a heavy business section growth, as was the case in San Francisco nine years ago, when its permits jumped \$6,000,000 a year to \$12,000,000 a year. Oakland's 1911 permits were \$7,000,000. Watch the wonderful jump to \$10,000,000, if not \$12,000,000, for 1912, and so on each year. This great increase is going to come from heavy building in the central and rapidly expanding business district, in the new wholesale and manufacturing district just beginning to form in a most substantial manner and which few of Oakland people do observe, and which within two years only all Oakland will marvel at. This necessitates valuable permits for such buildings, wholesale, warehouse and factory accommodations.

### INCOMING OF NEW FACTORIES.

The incoming of so many new factories in and outside the city's boundaries is the most important factor of all. Statisticians figure that ten men with families steadily employed are more valuable to a city than 3000 men for three days attending a convention. The demand for homes today on account of the industries at Point Richmond has caused all the acreage between that city and Oakland to be subdivided into home and factory sites. The factory men build homes. That accounts for 20,000 permits in five years in Oakland, pushing Oakland up to the fifteenth city in the United States in the number of new homes being built annually. It is true they are not \$50,000 mansions, but they represent a development and producing force that build the wealth of a nation, and is fast bringing the east side of the San Francisco bay, of which Oakland is the converging center, to the future manufacturing and

distributing city of the Pacific coast. Building activity for the east side of the bay never was on a more solid basis, with all modern office buildings, with a waiting list and a splendid demand all over the city for new and modern homes.

### BANK CLEARINGS.

The record of the Oakland clearing house for 1909 shows that the bank clearings were \$96,527,088; in 1911, \$172,666,406, an increase at the rate of nearly 100 per cent in two years. Consider that in ten years this same percentage of growth would equal San Francisco's present bank clearings of over \$2,500,000,000, or the present total clearings of all Pacific coast cities outside of San Francisco. Take special notice, too, that the present growth is from local business only. When the ships that will discharge and load at Oakland's new \$50,000,000 waterfront, clear through Oakland banks, this business alone will add \$500,000,000 a year to Oakland clearings. If general business increased in two years \$72,000,000 with almost no use of waterfrontage, what will a full-fledged maritime business do? I believe my figures are too conservative.

### HOW OAKLAND REALTY VALUES INCREASE.

Realty values have within the past decade, and particularly within the past five years, advanced in a marvelous degree, as the direct result of the increase of population, the multiplication of industries, the advancement of harbor improvements and the growth of commerce incidental thereto. Central business property carrying the same improvements it carried ten, twenty and thirty years ago has advanced in value at least 500 per cent during a period of ten years, basing the estimate on its actual selling value then and now. Similar changes, more or less acute according to locality, have occurred in realty values throughout the city, save in those sections formerly unoccupied by habitations and classed strictly as acreage property, which have been invaded for residence sites as the result of the growth of population and the crowding out of old-time residence districts by the stress of the expansion of the business and residential quarters. This is particularly notable in the foothill territory which has been extensively occupied of late years by residences of the highest types of architecture and of the costliest character. Then years ago this foothill territory had only a low acreage value. Now, that it has been subdivided, provided with modern street and sanitary improvements and all those public and semi-public utilities which are essential to human comfort in a big city, low acreage values have totally disappeared, and values ranging anywhere from \$20 upward per front foot have taken their place.

Oakland's future as the New York of the Pacific coast is assured, however, not only through the prospective growth of its population, its industries and its increasing wealth, but through the development and utilization of its twenty-seven miles of commercial waterfront to accommodate ocean traffic. It is this phase of Oakland's progress which gives an investor in Oakland realty the assurances of making greater profits on his investments during the years to come than have been obtained from similar investments at any time in the past.

### WATERFRONT IMPROVEMENT PLANS.

Oakland is planning to spend \$25,000,000 in the construction of docks, quays and wharves, equipped with all modern appliances for handling cargoes, and the building of a belt railroad, whereby the cars of the four transcontinental railroads having terminals on the east bay shore and all classes of vessels engaged in ocean commerce may be brought together. The waterfront leases of the municipality have likewise perfected plans for the expenditure of even greater amount for the improvement of their own leaseholds for the benefit of deep-sea commerce. Three of these big corporations have started preliminary operations on dock, pier and wharf construction and tideland reclamation which will cost at least \$15,000,000. A fourth is hastening the perfection of the plans for the commercial utilization of its waterfront leasehold which will cost to construct another \$5,000,000, and other interests concerned in waterfront improvements for commercial uses are planning the estimated expenditure of \$10,000,000 in that direction.

### OAKLAND IMPROVING WATERFRONT.

The great work of permanently improving its waterfront has been started in earnest by the city of Oakland since it acquired absolute control over the submerged land and wharfing outrights between the ordinary low waterline of 1852 and ship's channel. Practically \$2,500,000 is being spent now in the construction on the western waterfront of 7000 lineal feet of dockage for use by the largest class of vessels engaged in the commerce of the Pacific ocean. Simultaneously by the city on the southern waterfront facing the inner harbor for a similar character. (This inner harbor alone when developed would build a city.) A reinforced concrete wharf 300 feet long has also been built on the same frontage. All of these works are being built to endure until the end of time. Ten thousand lineal feet of waterfront is thus now in course of improvement to be ready to receive the commerce which the opening of the Panama canal will bring into San Francisco bay. Oakland, it should be remembered, is the only Pacific coast city fronting salt water which controls its commercial waterfront and it is the foremost one which is improving its waterfront in readiness for the opening of the Panama canal. And it will be ready for that event.

Can any intelligent man fail to understand the opportunities that lie behind these facts and indissolubly associated with them for the investment of money in realty in a city which is showing such a progressive spirit and carrying out plans of self-improvement on so vast a scale?

### OAKLAND AS AN INDUSTRIAL CENTER.

Of course with the work of wharfing out on the western water is associated the simultaneous reclamation of 400 acres of tidelands which will constitute an ideal tract for warehouse and factory sites, and for which purposes the property will be leased by the city.

Every new industry located in Oakland introduces new capital; attracts additional skilled labor; adds to the population; creates a demand for new homes; stimulates trade and quickens every phase of community ac-

tivity. Fifteen hundred or more industries are already located in Oakland whose annual products exceed \$64,500,000 in value and whose annual payrolls represent an outlay of \$25,000,000.

### NEW YORK OF THE PACIFIC.

Inasmuch as Oakland is supplied abundantly by the hydro-electric power companies, and the most productive oil fields of the world piping and double-piping its flow to the factory furnaces, affording the cheapest motive power obtainable anywhere; has a great, productive and populous state and back country behind it; the broad Pacific before it, with the rich islands of the sea located in the heart of it and the most densely populated country on the face of the earth quartered on its shores in the Orient; the land transportation service of the United States converging in one of the five greatest harbors of the world on its commercial and industrial waterfront, car and ship coming in direct touch, what city is there anywhere on earth that offers such opportunities for the manufacturer and the investor, or what city on the western shore of the continent which gives such good promise of developing as the commercial metropolis of the Pacific coast as New York has, through the operation of similar agencies and advantages of the Atlantic coast, and is able to show a decade's advance in property values of \$100,000,000 in excess of the world's total output of gold during the same period?

It is conceded that New York and San Francisco harbors are the equal if not the superior of the world's five greatest harbors—New York on the Atlantic and San Francisco on the Pacific. Now, with the two greatest phenomena of the age occurring on the Pacific—the Panama canal and the awakening of the Oriental countries to civilization—is it not already conceded that every force that has made New York the greatest city of the world on the Atlantic, that every activity known to the ingenuity of man in the world of commerce that has developed such a city on New York harbor will be enacted on the shores of the Pacific in the harbor of San Francisco bay, of which Oakland is on the land side with its forty miles of waterfront and has already initiated its future possibilities as is evidenced by its numerous factories and railroad termini from San Leandro bay on the south to Antioch on the north and of which Oakland is the geographical and converging center.

### YEAR'S BUSINESS AT CITY WHARF

THE following table shows the number of vessels and their registered tonnage that have moored at the city wharf at the foot of Webster and Franklin streets, the dockage and tolls they have paid and the amount of freight they have delivered, during the twelve months ending November 30, 1911:

Months.	Vessels.	Tonnage.	Dockage.	Tolls.	Freight Delivered in tons.
Dec., 1910...	81	19,593	\$ 453.75	\$ 332.40	6,644
Jan., 1911...	82	12,490	298.80	129.45	2,589
February...	83	10,617	332.50	216.45	4,529
March.....	86	11,148	256.60	158.40	3,168
April.....	92	12,065	377.40	330.15	6,603
May.....	85	12,908	302.90	241.55	4,831
June.....	81	10,500	288.35	289.60	5,792
July.....	90	12,135	417.35	279.90	5,595
August.....	109	10,204	308.30	290.45	5,809
September...	116	10,742	349.75	352.00	7,050
October....	99	12,526	410.50	400.10	8,002
November..	121	14,112	425.60	400.00	8,000
Totals.....	125	149,090	\$4221.80	\$3420.45	68,612

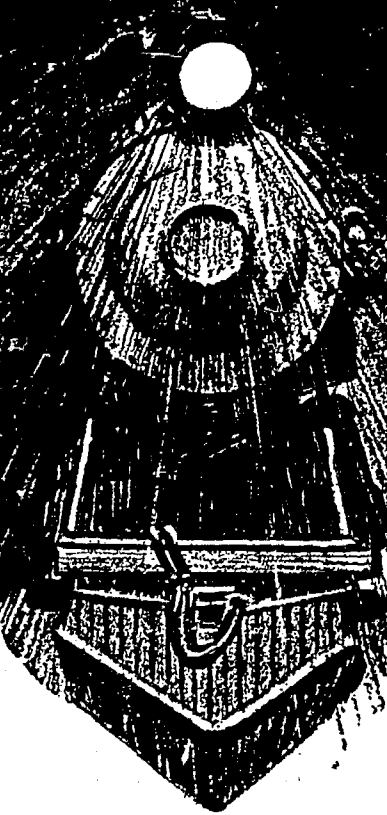


ALFRED B. SARONI.

Among the young business men of Oakland it is safe to say that in business lines none stands out more prominently as a successful business man than does Alfred B. Saroni, of the firm of Louis Saroni, the only exclusive Sugar Merchants in the entire West.

Mr. Alfred B. Saroni has had charge of the firm's business on the east bay shore for over five years. The firm's large increase in business is due largely to his efforts as well as to the high standard of honesty, efficiency and sense of reliability instilled in the trade. Being big factors and keeping thoroughly posted daily on market conditions, both here and abroad, they are THE LOGICAL SUGAR HOUSE to deal with, with motto well taken: "Our Cane Sugar cannot be Beet." (beat.) Oakland is proud of this twenty-one-year-old merchant whose present volume of business is in excess of a quarter of a million dollars per year. It is this type of young manhood that makes a community worth while, and Alfred B. Saroni says "Boost San Francisco and Oakland—they can't help but grow." It being sufficient to say that he was born in San Francisco and like every other true Californian he loves the grand city across the bay.





# SUNSET LIMITED

Oakland-San Francisco to New Orleans

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70 Hours to New Orleans

Over the Road of a Thousand Wonders

Close Connections at New Orleans with Southern Pacific High Class Passenger Steamers to New York; also with Rail Lines for Washington, Philadelphia, New York, Boston, Etc.

Oil Burning Locomotives, Oiled Track, Electric Block Signals; every known comfort and convenience

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City Passenger Agent,  
13th and Broadway, Oakland.

L. RICHARDSON,  
District Passenger Agent,  
13th and Broadway, Oakland.

# SOUTHERN PACIFIC



# ALAMEDA COUNTY'S BIG INDUSTRIES

## Manufacturing Products of 1911 Exceeded the Enormous Sum of \$64,000,000



ALAMEDA county continues to hold her own among the leading counties of the state in the matter of industrial growth. During 1911 there was a remarkable growth in her manufacturing and the poultry business, while stock raising took satisfactory strides forward and agriculture and viticulture, with their kindred industries, remained steady and showed expansion of a most encouraging character all along the line. Taken all in all, it is safe to say that in all branches of industrial development no other county in the state can parallel the proportionate growth of Alameda. Since 1908 her agriculture, livestock and poultry growing have gone steadily forward, while manufacturing has shown a steady yearly increase of about \$2,000,000. The total output of manufactures during 1910 was in the close vicinity of \$62,500,000, while those of 1911 reached the enormous value of about \$64,500,000.

### AUTHORITY FOR STATEMENTS.

Since the abolition of the office of county statistician by the legislature a year ago there has been no record kept by the Board of Supervisors of the county's industrial growth, but Harold E. Magill, who held the abolished office and who has the future of the county at heart, has continued to keep in touch with manufacturing and other industrial conditions and it is upon his authority and the figures he had kindly furnished to THE TRIBUNE that the conclusions contained in this article are based. In connection with agriculture there was an increase of about 50 per cent in the output of tomatoes and prunes, and a like increase in the poultry and egg business. There was also a large increase in the canning industry, as well as in all lines of livestock growing.

Alameda county contains 840 square miles of land, or 537,600 acres, and at the end of 1911 it boasted of 2482 cultivated farms. The number of acres assessed was 465,726, and the value of the county real estate was \$14,230,850. The value of improvements on these holdings was \$3,400,075, while that of city and town lots aggregated \$97,871,075. Personal property was worth \$25,776,753, and the value of railroad property assessed by the State Board of Equalization was \$5,554,803.

### ROADS AND BRIDGES.

During the fiscal year ended June 30, 1911, the county spent \$245,000 for care and maintenance of roads and bridges. There are 875 miles of public roads in

the county and the tax levy in 1911 for highway extension and improvements per \$100 was 40 cents. The value of county buildings is \$825,000 and the total mileage of city and town streets is 475. There are 200 miles of steam railroad in the county, of the assessed value of \$6,225,000, and 182 miles of electric roads, of the assessed value of \$5,178,175. Electric power plants have an assessed valuation of \$3,100,000 and there were 150 miles of electric power lines of the assessed valuation of \$500,000.

### MANUFACTURING PLANTS.

Nearly 3000 people were employed in the manufacturing plants of Alameda county during 1911, and still there was a great demand for high-class labor at excellent wages. Many new factories were established and all of the older concerns kept their plants in operation throughout the year without a break. Still they were unable to keep abreast of order; and the prospects for a continued increase in their business were bright. Many factories materially increased their capacity and in a number of instances capacity was doubled. All of this progress was forced by the natural growth of business and consequently becomes a permanent factor in the industrial advance of the county.

Realty dealers report great activity in farm properties during the year just closed and many large tracts, both improved and unimproved, changed hands. This activity was due to the splendid opportunities agriculture and its kindred industries offer for profitable investment in this county and the encouragement and advantages they offer to homeseekers who are looking for a place to settle permanently. The phenomenal growth of Oakland, Berkeley and Alameda, as well as the interior towns, has caused rural realty values to soar as never before, which shows that prosperity is just as general in the country districts as it is in the cities.

### PRODUCTS OF THE SOIL.

Cereal products and hay, as well as horticulture and viticulture, have shown steady growth during the last year. Nearly 13,000 acres of cereals, with a production of about 17,000 tons of the value of about \$700,000, were cultivated in 1911, while the output of hay was 76,500 tons, aggregating about \$1,500,000 in value. There were 300,000 bearing fruit trees and vines in the county last year, all of which yielded immense crops that brought the highest prices in the market. The total value of the fruit was nearly \$4,000,000, more

than one-half of this representing the value of canned products.

Eight million gallons of fresh milk were produced by the dairies of Alameda county during 1911, 3,500,000 pounds of butter and 10,000 pounds of cheese. The total value of these products was in the neighborhood of \$2,750,000, while the total value of all the livestock was about \$5,000,000. The value of poultry and eggs was over \$1,000,000, the number of chickens being about 25,000 dozen and the number of eggs upwards of 2,000,000 dozens.

### THE LEAP YEAR STATUTE.

On the subject of leap year—by the way, this is leap year—the Britannica says, pessimistically, that "no satisfactory" explanation has ever been offered of the origin of the custom for women to woo and not be wooed one year in every four. But it offers the leap year statute of Margaret, the Maid of Norway. Margaret reigned over Scotland from 1286 to 1290, though she died before she could get there. In the year 1288, which was leap year, the following law was passed in her realm:

"It is statut and ordaint that during the rein of hir maist blissit Megeste, for ilk yeare knowne as lepe year, ilk mayden ladye of bothe high and lowe estait shall hae liberte to bespeke ye man she likes; albeit he refuses to talk hir to be his lawful wyfe, he shall be mulcted in ye sum ane pundis or less, as his estait may be; except and awis gif he can make it appeare that he is bethrothit an ither woman he then shall be free."

### TRAINS RUN BY OIL.

The total length of a railroad line operated by the use of fuel oil in 1910 was 21,075 miles, according to the Railroad Man's Magazine, a trackage equivalent to that of practically five transcontinental lines stretching across the United States from ocean to ocean.

Some of the lines that use oil, however, also use coal. The number of barrels of fuel oil, of forty-two gallons each, consumed by the railroads of the country in 1910 is stated to have been 24,526,883. This includes 768,762 barrels used by the railroads as fuel otherwise than in locomotives.

# The Petroleum State

## California Leads the World in Oil

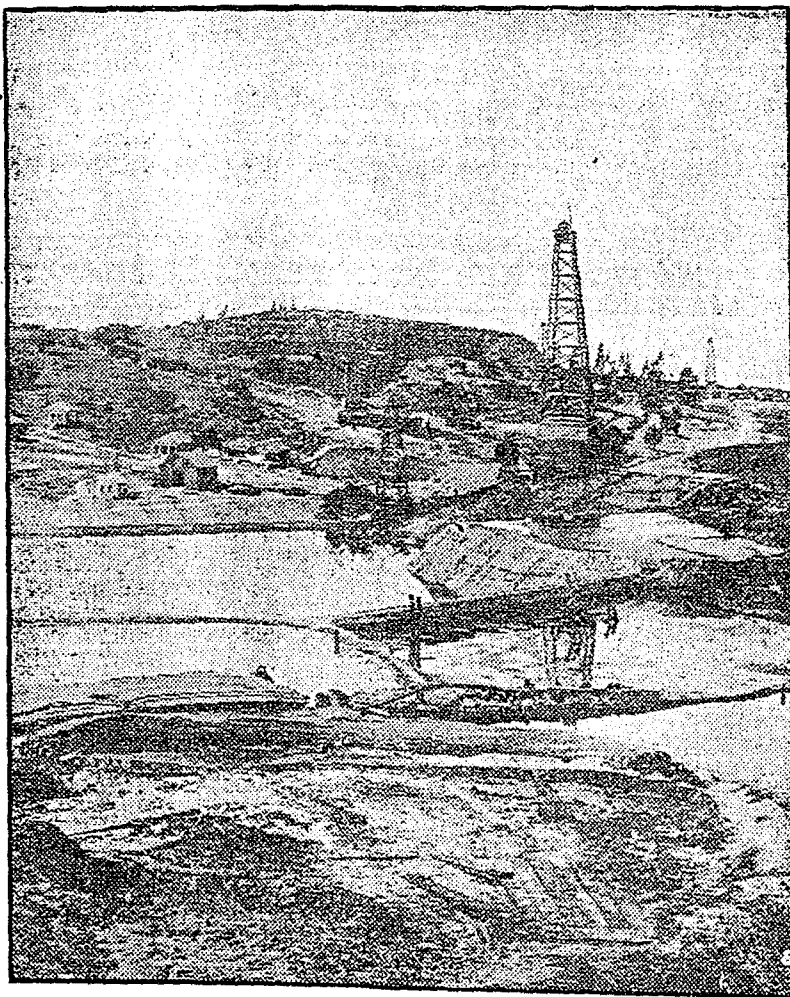
It produces more than one-fifth of the oil of the world, and more than one-third of the United States' production. In 1910 California produced 75,000,000 barrels of oil worth \$37,500,000. Its proven oil lands will, it is believed, yield over \$2,000,000,000 in 50 years—thus exceeding the total gold production of \$1,400,000,000 in the past 50 years—making California the Petroleum State as well as the Golden State. Among the leading producing and marketing California companies is the PALMER UNION OIL COMPANY.

With its large holdings of developed and proven oil lands in the celebrated Santa Maria fields, the "Baku district" of America.

With direct connection by the pipe line of the Associated Oil Company to Gaviota, and contracts with said company for over one-quarter million barrels of oil.

With direct connection by the pipe line of the Union Oil Company to Port Harford, and contracts with said company for over one and three-quarters million barrels of oil.

With direct railway connection by



View of Palmer Union Oil Company's Property.

the lines of the Pacific Coast Railway Company to Port San Luis, one of the best shipping ports on the Coast. The Pacific Coast Railway Company's line also affording direct transportation to the Asphalt factories at Hadley, with which factories we have contracts for over one-quarter million barrels of oil.

The products of the Palmer Union Oil Company is especially well adapted for fuel oil and the manufacture of Asphalt, by reason of its heavy asphalt base and great purity.

Parties desiring to purchase high-grade fuel oil or asphalt will find it to their advantage to call upon us or correspond with us.

The 6 per cent 20-year Gold Bonds and Stock of the Palmer Union Oil Company offer a safe and highly remunerative investment in California's Greatest Industry.

On January 1 we issued a beautifully illustrated, comprehensive history of the Oil Industry—its developments and possibilities. This valuable book will be mailed free upon application.

# Palmer Union Oil Company

CROCKER BUILDING,

SAN FRANCISCO, CAL.



## Faith Unbounded In Alameda County

(By JOHN F. MULLINS)

Chairman of the Board of Supervisors.



**T**HAT Alameda county will rank as the leading county in California in the not distant future is now an assured fact. Its citizens seeing the great future in the opening of the Panama Canal, realizing the enormous benefits derived from the extensive advertising throughout the Eastern States under the able management of the local Chamber of Commerce, the millions of dollars appropriated by Congress to develop the estuary, the vast sums expended by the railroads and other corporations spurred them on to vote millions of money to develop the waterfront from Berkeley to San Leandro that the commerce of the world may find a haven for their shipping.

The larger cities of the county—namely, Oakland, Berkeley and Alameda—have been improving their conditions in every respect. New and better streets, modern schoolhouses, better police and fire protection, parks and playgrounds, modern public buildings; in fact, everything tending to modern construction and demand have been paramount with the public officials, so that the county will not be found wanting when the heavy demand is made by the hundreds of thousands of new people who are sure to seek homes on this side of the bay.

### AWAKE TO THE SITUATION.

While all these vast and necessary improvements, both private and public, are going forward in the cities outside, the interior of the county is wide awake also. Owners of cast tracts of land are fast subdividing their properties into residence lots or small farming sites

### John M. Heffernan



John M. Heffernan, one of the best-known young men in the tailoring business, for many years has made Oakland his home city and has a host of friends on all sides of the bay.

Mr. Heffernan is now connected with Kelleher & Browne, the Irish Tailors, at 716 Market and 33 Geary street, the leading tailoring firm of San Francisco, who carry the largest and most complete stock of foreign and domestic woolsens, including the Irish Tweeds.

Mr. Heffernan will be pleased to meet his many friends at his new location.

### Cames & Casalet

Among our largest and most prominent interests is the firm of Cames & Casalet, who have their large plant at Stockyards. They are wholesale butchers and make a specialty of beef, lambs, calves and hogs, which are sold, bought or killed on commission. The company has been established for fourteen years and has established its standing and responsibility. They are in a position to take care of any consignments and arrangements can be made to advance on consignments. The firm has one of the finest plants in the country and everything is done in a most sanitary manner. The company kills on an average of twenty-five beef per day, 750 sheep a week and 500 hogs and 500 calves per month. They own five acres of our choicest waterfront land right in the heart of our manufacturing districts and their building occupies space of 80x250. They employ twenty-three people. At the head of the company are Joseph Casalet and F. Cames.

ONE OF OAKLAND'S NEW AND PROGRESSIVE FIRMS.

## Geo. H. Tay Co.

Plumbing Supplies, Pipe  
and Steam Goods

Office and Show Rooms

1389-91 Broadway  
206-8 Telegraph Ave.

to accommodate the people who prefer to live a short way out of a city where the climate is richer and the property value is not so high. While to make this property as easily accessible to the cities as possible the railroads are extending their lines, boulevards are being carried forward, new roads and bridges contracted and in addition a large amount of the \$18,000,000 state road bond issue will be utilized toward making two complete boulevards throughout the county.

The Board of Supervisors has in contemplation the construction of a modern hospital for indigents and infirm, the building of a subway under the estuary to accommodate the heavy traffic between the cities of Oakland and Alameda and the construction of a new courthouse and hall of records, both of which are entirely out of date and too small for the needs of a growing county. Of course, these latter improvements would be submitted to the people for their approval by a bond election before any action would be taken toward carrying out the projects.

### THE PORT OF PROSPERITY.

So Alameda county, famed the country over for its climate, its soil, its waterfront, its natural advantages for ship and rail, its accessibility to the Oriental ports

and, with the opening of the canal, to the Atlantic, will soon come into its own and become the most prosperous county on the Pacific coast, pouring gold and happiness to the faithful citizens who stood by the ship and steered it into the front ranks and made Alameda county the Port of Prosperity.

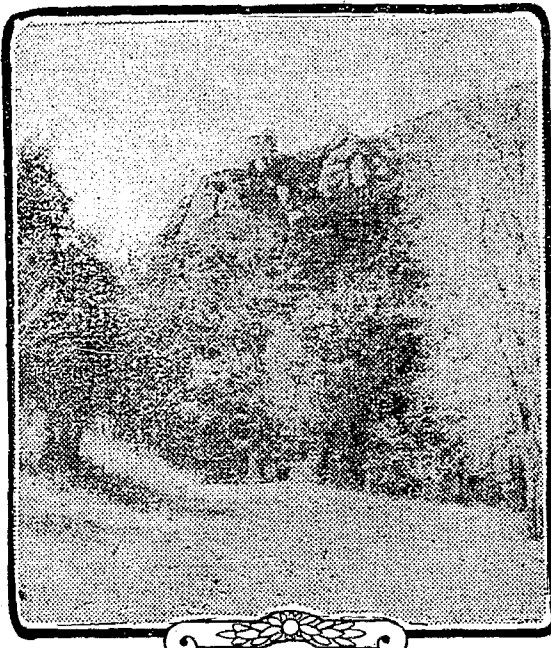
### THE "APPROPRIATE HYMN."

At a Baptist convention in La Grange the preacher who delivered the convention sermon read from manuscript. He used small sheets of paper and as he read one he laid it aside on the pulpit.

As the sermon was long (and many leaves) the minister in concluding said: "We will close the services by the choir selecting some appropriate hymn." And that choir, by association of ideas perhaps, unconsciously sang "Leaves, Nothing but Leaves."

accounted for on the supposition that the absorbing medium was for a time in front of the star, but has since withdrawn from it.

## Contra Costa County



"The Old Man of the Mountain," Pine Canyon, Mount Diablo.

Contra Costa county is one of the richest of the bay counties. It lies just across the hills from Oakland, but its development has been retarded by lack of direct transportation facilities. Some of its natural advantages may be enumerated as follows:

It has the longest shore line of deep water of any of the bay counties. From Richmond to Antioch, a distance of approximately 40 miles, for almost the entire distance deep water vessels and the rails of the great continental roads, the Southern Pacific, Santa Fe and Western Pacific can be brought together.

Between Port Costa and Antioch, owing to the fresh water from the two great rivers draining the interior valleys of the state, the San Joaquin and Sacramento, which rivers unite and enter the bay at a point near Antioch, wharves built on wooden piling are practically indestructible. The piling is not affected by the teredo as it is at points immediately adjacent to San Francisco and Oakland. The ordinary Douglas fir piling lasts indefinitely, if care is taken to guard against dry rot.

Contra Costa county is today the second county in the state in the importance and value of its manufactures. Some of the important industries on the shore line between Richmond and Antioch are:

The great oil refinery of the Standard Oil Co. at Richmond.

The western terminus of the Santa Fe railroad.

The shops of the Pullman Car company.

The main storage warehouse of the California Wine Association at Winehaven.

The Giant Powder Company.

The western plant of the DuPont de Nemours Powder Co. (California Powder Co.).

The refinery of the Union Oil Co. of California at Rodeo.

The Selby Smelting and Refining Company's plant at Selbys, controlled by the American Smelting and Refining Co., Braden.

The main distributing yards of the Port Costa Lumber Company.

The refinery of the California and Hawaiian Sugar Refining Co. at Crockett, the largest in the West.

The Western Grain and Sugar Products Co.

The great grain warehouses of Balfour, Guthrie & Co., Port Costa Warehouse and Dock Co. (G. W. McNear, Inc.) and the Grangers' Business Association.

The terminus of the Associated Oil Company's pipe lines, where they have their immense storage tanks for marketing their fuel oil.

The Port Costa Brick Works.

The Carquinez Brick and Tile Co.

The proposed new oil refinery of the Royal Dutch Oil Company near Martinez.

The Bullshead Oil Works.

The proposed great oil refinery of the Associated Oil Company near Martinez.

The Mountain Copper Co.

The Peyton Chemical Company (now the General Chemical Co. of California).

The yards and manufacturing plant of the C. A. Smith Lumber Co. near Bay Point.

The new plant of the General Chemical Company at Nickel.

The Redwood Manufacturers Company's yards and factory at Black Diamond (Pittsburg).

The Coliseum Steel Company's plant.

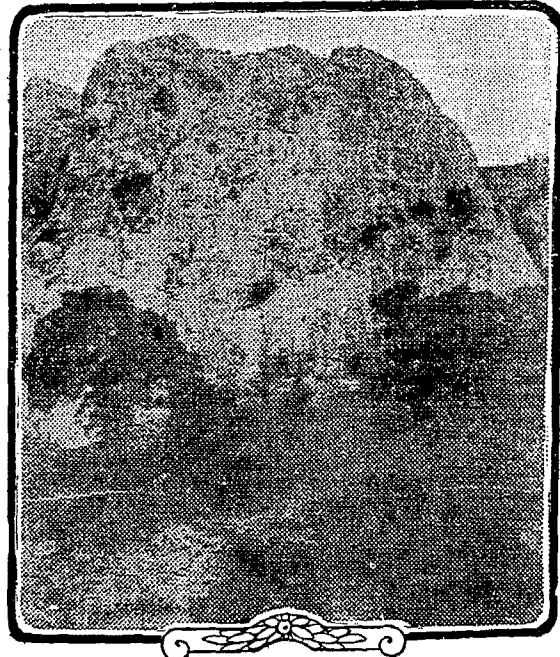
The Bowers Rubber Works.

The Booth Packing Co., etc.

The limited space will allow of but a brief reference to these important industries, many of them being not only the largest and most important in the state, but also in the western part of the United States.

The Port Costa Water Co. supplies most of these plants with fresh water, as well as all of the towns in the northwestern part of the county between Concord and Rodeo. This company has recently made extensive improvements to its property and has developed an abundant supply of artesian water, sufficient for several times its present consumption, and is prepared to supply an excellent quality of water at reasonable rates, which is a most important consideration to a manufacturer in selecting a site for a plant.

The fertile Ignacio, San Ramon, Alhambra and other valleys surrounding the base of picturesque Mt. Diablo will be populated by people seeking suburban homes accessible to the metropolis. Up to the present time these valleys have not been so accessible as they will be upon completion of the Oakland & Antioch electric railroad, now being built through the hills into Oakland, and the extensive improvements that the Southern Pacific contemplate to their services into these valleys; so that within a short time Mt. Diablo and the surrounding valleys will be within forty to sixty minutes by fast train from Oakland and San Francisco.



Picturesque Sandstone Cliff, Mount Diablo

Mt. Diablo is destined to be one of the most popular points of interest in the state, as it is today one of the most attractive from a scenic point of view. It is less than fifteen miles in an air line from Oakland, and its summit reaches an altitude of nearly 4000 feet. Its western slope is well watered and beautifully wooded. It is about 1100 feet higher than Tamalpais, its nearest neighbor, and on account of being further inland is almost entirely free from the ocean fogs that so frequently envelop Tamalpais. It is the base and meridian line of the central part of the state, and the checker-board effect of the fences defining the section lines radiating from this center add to the interest of the view.

It has been said that one has a greater unobstructed view from the top of Mt. Diablo than from the top of any other mountain in the state. A splendid boulevard at a maximum 60 per cent grade has been surveyed and will shortly be built from the base to the top of the mountain, a distance of about twelve miles. This road encircles the mountain nearly to its top and affords a wonderful panorama. To the south may be seen on a clear day Mt. Hamilton and its observatory; to the west, the cities of San Francisco, Oakland, Berkeley and Alameda, the bay of San Francisco, the Golden Gate, the Farallones in the distance and Mt. Tamalpais, and to the north the Suisun marshes and the two great rivers, the San Joaquin and Sacramento, with their wonderfully fertile reclaimed land; to the east the snow-capped Sierras, and between and in all directions, fertile farms, prosperous towns and villages—in truth, a most interesting and entertaining view.

It is contemplated at an early date to erect an attractive tourist hotel on the western slope of Mt. Diablo at an elevation sufficient to overlook the surrounding country and at a point where there is an abundance of spring water to be used for swimming pools and the general development of the land.



# PROMOTION WORK IN RICHMOND

## Splendid Service Rendered the City's Industrial Interests by the Industrial Commission

(By HENRY W. WERNSE,  
Secretary of Industrial Commission.)



THE Richmond Industrial Commission, through whose agency the more recent promotion of the young city's industrial development has been done, is an organization of live business citizens, the scope of whose work is much the same as that of the Chamber of Commerce in operation in other cities. Other promotion organizations formed in Richmond bearing names similar to those working on the same lines elsewhere, had, after a brief and unsuccessful career, disbanded owing to lack of money to carry out their promotion plans. The more earnest and enthusiastic citizens and business men determined, however, that Richmond should have what it at the time most needed, namely, a promotion body whose permanency would be assured from the start. The Richmond Industrial Commission was, therefore, organized by the men who now constitute its "old guard," by the signing of agreements to meet the cost of its maintenance for a given period.

Since the beginning of the year this public spirited body of citizens have supported a publicity and promotion bureau and have done effective development in the material upbuilding of the city and inducing capitalists to invest their money in it. As a result, the roll of membership of the Industrial Commission now includes a large number of aggressive and substantial local business men and other progressive citizens, who realize that the kind of work in which the organization is engaged is vital for the proper development of the city.

With the limited resources at its command the Richmond Industrial Commission has maintained offices in San Francisco and Richmond, for the promotion of the establishment of industrial plants in the latter city. It is to establish, later on, another office in Los Angeles.

The largest and most substantial enterprise which the Richmond Industrial Commission has succeeded in locating there is the Pullman Palace Car Company's western shops. It was largely instrumental, also, in bringing the Western Pipe and Steel Works to Richmond. This was later followed by the Enterprise Foundry Company, with which the commission had been previously negotiating for several months. The Pacific Porcelain Company is another industry which was induced to locate at Richmond. The commission is at present in close touch with other important manufacturing concerns which it expects to bring also to

Richmond at an early date. To secure the Pullman Palace Car Company's plant the commission purchased for it a site covering twenty-four acres, on which its shops are now standing.

Another great service the commission rendered the city of Richmond was the opening of a grade crossing for Cutting boulevard, a splendid thoroughfare 110 feet in width over the Southern Pacific Company's railroad tracks near the site of the Pullman car works, so as to connect it with San Pablo avenue and bring the city in direct highway communication with Oakland and other east bay shore cities. After an effort had been made in vain to establish a crossing by physical force, the case was carried into court and finally an order was issued by the latter in favor of the people and the roadway now crosses the tracks on the grade.

The commission took an active interest early in the improvement of the waterfront and the construction of an inner harbor, an appropriation for the survey of which was secured as the result of an interview held between Colonel Biddle of the United States army engineers and a committee of the commission. The latter has also taken an active interest in the movement favoring the location at Richmond of the proposed new naval drydock for San Francisco bay and for which suitable sites have been offered to the Navy Department.

The officers of the Richmond Industrial Commission are: Herbert F. Brown, president; John Nicholl, treasurer, and Henry W. Wernse, secretary. Among the leading members of the commission are the following: John Nystrom, H. B. Kinney, H. E. Castle, Gignoux Bros., Herbert F. Brown, John Nicholl, E. J. Fitzpatrick, J. J. McEwen, G. A. Griffin, Mayor J. C. Owens, Baldwin & Howell, B. Schapiro, W. S. Faulkner, Edward Burg, Carl Burg, W. B. Thurman, C. E. Bancroft, H. C. Cutting, W. F. Huber, W. B. Hellings, Mrs. Stella Lovegrove, Harry Ellis, City Attorney B. H. Griffins, Dan W. McLaughlin, F. L. Turpin, A. H. Breed, D. W. Wulzen, W. A. Lucas, A. C. Kerley, H. H. Turley, Robert G. Devine, R. T. Shannon, Ross Forsyth, Smith & Miller, J. W. Wright & Co., G. W. Cushing and W. Kingett.

In the commission's promotion work a mutual relationship between Richmond and the city of Oakland is recognized and the assistance which Oakland capital-

ists have given to Richmond's development is fully realized and appreciated. Co-operation with the Oakland Chamber of Commerce is constantly kept in view by the Richmond Industrial Commission.

### CAUTIONS.

"Will you dine with us this evening? We are going to have a hare."  
"And how many guests?"—Fliegende Blaetter.

The value of all the horticultural and viticultural products of California during 1911 was a little over \$100,000,000.

The year 1912 promises to be a record-breaker in the cost of new buildings erected.

### W. A. Wann

District Superintendent of the Mutual Life Insurance Company of New York.



When a great company like The Mutual Life opens and retains an office in Oakland within a few miles of its general office, it is an acknowledgment of the great importance of that city and of the confidence in its continued growth and prominence. Since Mr. W. A. Wann became superintendent the volume of its business in this city has grown to such an extent as to justify the company in this additional outlay, while it has also proven that the people of Oakland fully appreciate this action of the company.

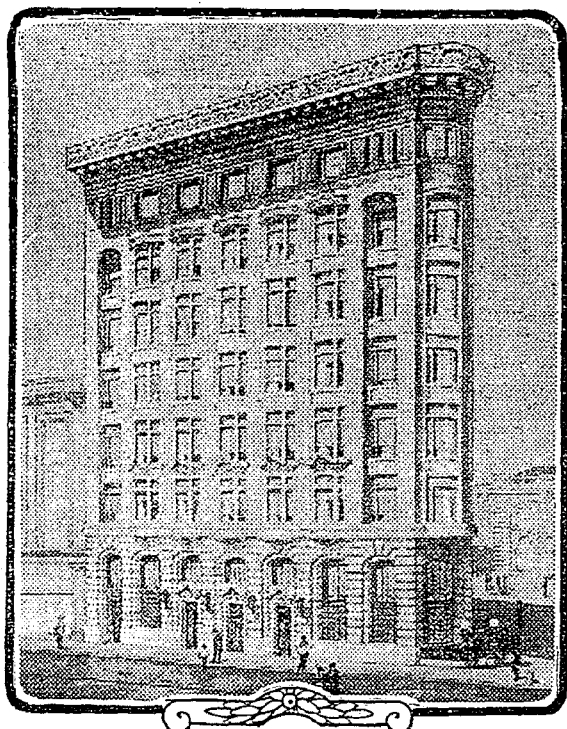
There is, however, no question that the high standing and great record of The Mutual Life have a great deal to do with the immense increase of its business here. Its assets January 1, 1911, were over \$572,000,000, while it had paid in 1910 nearly \$57,000,000 to its policyholders, an excess of about \$2,500,000 over what was received from them during that year. The dividends set aside for 1911 are over \$13,500,000. These large dividends reduce the cost of insurance in this company to such an extent as to make the net premiums very low. The policyholders are assured that every dollar not used for insurance will be returned to them at the end of the year in the shape of dividends, as it should be in a purely mutual company whose sole aim is to serve The policyholders are assured that every dollar not used

The Mutual Life issues all forms of standard policies and makes a specialty of the popular "monthly income policies" and of all kinds of "partnership and corporation policies," and it will be to your interest to communicate with their superintendent, W. A. WANN, at No. 614 and 615 Union Savings building, should you be interested in any form of life insurance whatsoever.

### Sunnyvale, the City of Destiny

While we are not permitted at this time to enter into details regarding the recent important developments at Sunnyvale, Santa Clara county, we consider it our duty to throw out a hint to our readers in order to arouse them one and all to the realization that an important change has come to pass in the character of Sunnyvale. Or perhaps we should better say, the decisive point in its development has been reached.

Before any of us are much older Sunnyvale will be a busy, bustling, humming, populous city. And it certainly must be impossible to contemplate this picture of numerous busy industries without at the same time "seeing" the thousands of people which those industries will bring here and the hundreds of cozy, comfortable homes which soon will be spreading up in all directions.



Proposed Building to Be Erected by the M. T. Minney Realty Company, Corner of Broadway, Telegraph Avenue and Sixteenth Street.

### WHO SAYS BUSINESS IS DULL?

Last year we sold lots in Melrose Heights to the amount of.....	\$ 242,857.50
Lots in Iveywood to the amount of.....	169,861.25
Lots in Iveywood Extension to the amount of .....	463,548.50
Lots in West Del Paso Heights to the amount of .....	86,550.00
Lots in Elmcrest to the amount of.....	2,800.00
Lots in Melrose Extension to the amount of .....	450.00
Lots in Hollywood to the amount of.....	2,885.00
Land in Hagan Grant, Sacramento to the amount of .....	62,000.00
Dunsmuir acreage to the amount of.....	185,000.00
Henderson acreage to the amount of....	100,000.00
Ivey acreage to the amount of .....	250,000.00

Total sales for the year.....\$1,587,952.25

We expect to double this record during the present year. With our enlarged working capital and the greatly improved market, we believe that this can easily be accomplished.

The district in which our various tracts are located is coming forward rapidly, and we wish to say to our many investors that the outlook was never so good for the rapid increase in values in Oakland real estate as it is at the present time.

Respectfully submitted,

M. T. MINNEY REALTY COMPANY,  
1259 Broadway, Oakland, Calif.

### INTERIOR VIEW OF THE REAL ESTATE OFFICE OF F. F. PORTER



F. F. Porter, whose office and photograph appears above, is one of Oakland's leading real estate brokers, who began business in this city some twelve years ago, and by strict integrity, indomitable energy and by doing business absolutely on the square, has built up one of the largest miscellaneous real estate brokerage firms in this city. His ground floor office is located at 1114 Broadway, in the very center of the financial district of Oakland, and is probably the best

equipped of any on this side of the bay, for handling his large and increasing business.

Anyone desiring to purchase property may feel absolutely sure that his interests will be well protected and his confidence thoroughly safeguarded with this firm. In addition to carrying on a general real estate business, Mr. Porter is also the agent of a number of large fire insurance companies, has a general renting and leasing department, negotiates loans, and is the resident assistant secretary of a large eastern bonding company. THE OAKLAND TRIBUNE thoroughly recommends Mr. Porter to the public.



New Building in  
Berkeley in 1911

Berkeley's building record shows a steady growth. There has been no sudden inflation and consequently the community has not suffered from a depression. The official figures for the present year by months is as follows:

1911.		
Month.	No. of Permits.	Amount.
January	34	\$66,500.00
February	53	125,500.00
March	66	143,500.00
April	62	203,000.00
May	57	109,500.00
June	62	161,500.00
July	59	186,500.00
August	70	155,000.00
September	60	155,500.00
October	60	222,000.00
November	67	120,150.00
December (estimated)	40	85,000.00
Totals	690	\$1,723,650.00

1910.		
January	41	\$66,500.00
February	56	110,000.00
March	62	163,500.00
April	66	170,500.00
May	46	206,000.00
June	62	115,500.00
July	42	79,000.00
August	69	174,500.00
September	65	157,000.00
October	57	84,500.00
November	47	99,000.00
December	32	63,500.00
Totals	645	\$1,480,000.00

In 1909 the building operations aggregated \$2,214,500; in 1908 the total for improvements was \$2,409,000; 1907, \$2,644,737; 1906, \$2,853,860; 1905, \$1,815,400. Total for seven years, \$15,141,147.

From these figures it will be seen that while there was an increase in construction caused by the influx of San Franciscans after the big fire of 1906, the fluctuations have not been great, and the steady advancement of the community has been maintained.

City of Berkeley's  
Municipal Statistics

That Berkeley's municipal government is economical is proved by the official returns of the fiscal officers. The cost of the administration of the city government during the year ended June 30, 1911, was \$642,117.66, of which 55.7 per cent was expended for schools and 44.3 for all other purposes.

The population of Berkeley at the time of the report was estimated at 42,659; therefore the cost per capita per annum was stated to be as follows:  
Cost per capita per annum for schools..... \$8.33  
Cost per capita per annum, other purposes..... 6.72

Total cost per capita per annum for all purposes, \$15.05

Berkeley's total bonded debt is only \$345,790, of which \$2500 is at 5 per cent and the balance bears 4½ per cent interest. This is a debt so small for a city the size of Berkeley that it may be regarded as a negligible quantity.

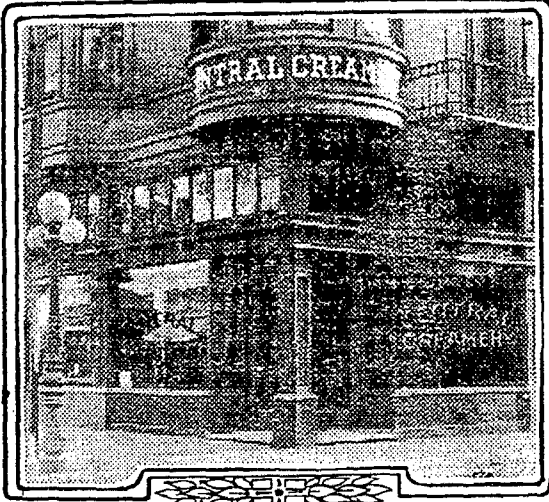
The city ought to be popular with the insurance companies because the losses by fire average about \$30,000 a year, and bid fair to be less this season, while the premiums aggregate not less than \$150,000 annually. This enviable immunity from conflagration must be reckoned as a desirable element, contributing materially to Berkeley's continued prosperity and advancement. The presence of a well-drilled, efficient fire department, a community filled with careful householders, houses well built of redwood and cement and stone, some fireproof and many only semi-inflammable, all these elements combine to lower the risk of loss by fire.

Berkeley owns public property worth \$1,514,850.74, of which the school lots and buildings are listed at \$1,075,750; fire department, \$48,950; city hall, corporation yard, parks, library and electric light station, \$314,900; municipal wharf, \$106,650.74; garbage lot, \$5000.

As a city of homes, a city in which to establish homes, Berkeley appeals to a great majority of those who are already here and to the thousands of others who are planning to come.

It is noted by the municipal officials that the buildings in Berkeley are usually of first grade material and construction. This in a measure accounts for the small loss by fire, the destruction of property in this way averaging only about \$30,000 a year, while the annual premiums paid to insurance companies aggregate more than \$150,000.

Central Creamery Co.



The past successes and achievements of the Central Creamery has placed it as one of the largest and most modern creameries in Oakland, whose enviable record is sustained by the real worth and merit of its products.

With a well organized and painstaking staff of employees, who are not only competent but thoroughly familiar with every detail of the business, which is under able and judicious management, securing the best and most satisfactory results to the consumer.

The reputation of Central Creamery butter extends beyond the borders of Oakland and its name is a guarantee of highest quality and excellence.

No less enviable is the reputation acquired by this firm through its unexcelled delivery services to all parts of the city. When in the early hours of the morning the company's men are delivering the supply of strictly pure, clean and wholesome milk and cream.

As one of Alameda county's important and reliable institutions the Central Creamery stands foremost, the rapidly growing business being evidence of the true merit and appreciation by the public of its products. As a commercial factor, it holds a high and enviable position with the most important interests of Oakland. Tireless energy, augmented by a thorough knowledge and application of the principles which win success, has brought splendid achievements, and with present ratio of increase it will be but a brief period until The Central Creamery ranks as one of the largest and most perfectly equipped and sanitary creameries in California, a position which it well deserves and which must and will be the crowning success of well directed effort and laudable ambition.

The Central Creamery is proud to own Oakland as its home, and Oakland is equally proud of this splendid concern, to which it points as an example of one of her most important institutions.

The men at the head of this concern are Mr. A. C. Fay, president, and Mr. E. H. Fox, vice-president, and Mr. John J. O'Neil, secretary and manager, with Mr. J. M. Carr manager at the ranch, and it is due to these men that Oakland possesses such a splendid plant as is maintained by the Central Creamery.

C. C. Starr

Among the new and progressive business men who have settled in this city during the last year is C. C. Starr, the successor of W. F. Lemon, the old reliable harness dealer, at 820 Broadway, corner Sixth street.

Mr. Starr is a practical harness man, understanding the business thoroughly. He is energetic and progressive and has already instituted many improvements in his new store, besides greatly increasing the already large stock carried. He has one of the largest and most complete repair shops on the Pacific Coast, where repairing, oiling and cleaning of harness is done by experts.

When it comes to prices on new harness, blankets and lap robes, you'll find it hard to excel the prices quoted by Mr. Starr, who, through eastern connections, is in a position to sell as cheaply as most dealers can buy, thus giving the people of this county the best advantages in the purchasing of harness and other accessories to be had in the entire west.

SHELL MOUND PARK



W. A. SIEBE,  
Manager of "Shell Mound Park."

Among the very interesting places of amusement in and around Oakland will be found Shell Mound Park, which is located in Emeryville, about twenty minutes' ride from the heart of Oakland and on the suburban lines of the Southern Pacific railroad. This park for the past thirty-two years has been operated by Captain Ludwig Siebe and Sons, W. A. Siebe being the active manager for the past few years.

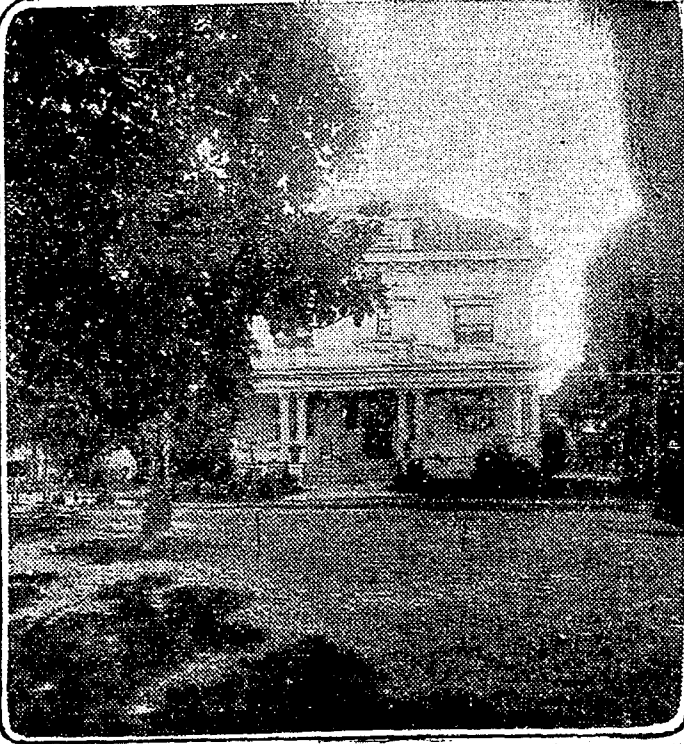
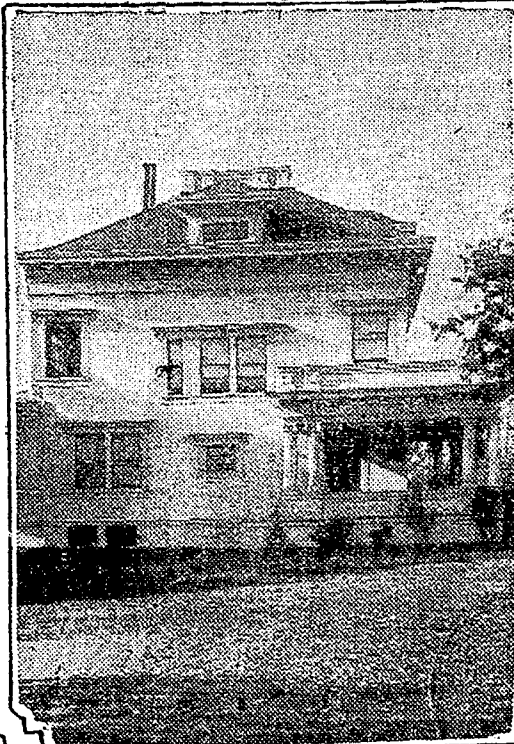
Shell Mound Park is selected by the big societies of San Francisco and Oakland for their annual picnics and a very fine selection they have made, for in "Shell Mound" there is everything that one could imagine to make a real old-fashioned picnic a success.

The owners of the park boast of having one of the finest merry-go-rounds in the West, having cost in excess of \$5000. There are many booths also for candy, ice cream, photographic, small shooting galleries for pistol shooting and long 200-yard range shooting galleries, which some of the big world's records have been established. In the bowling alley a twenty-five yard shooting gallery is also kept up for winter weather, and hundreds of sportsmen enjoy the privileges of this gallery. Most of the records made by James E. Gorman, the world's champion shot, have been made at the Shell Mound Park shooting galleries.

In the park there is an amphitheater in which very interesting athletic exhibits take place. There is a seating capacity in this theater for 5000 people.

Two large dancing pavilions are kept in excellent condition, one being 80x130 feet; the other, which is an oval shape, is ninety feet in diameter. A large dining room has been provided for the people who do not care to be bothered by carrying their lunch, it being possible to seat 300 people.

Recently W. A. Siebe, the manager, added a children's playground, which is surrounded by beautiful, well-kept and trimmed cypress trees, which will add materially to the beauty of the spot set aside for the use of children.



Views of Residence and Grounds of J. L. Auzeais, San Leandro.



## Oldest and Greatest of Forage Plants

Alfalfa is the oldest forage plant known to man. The Persians stole it from Central Asia; the Greeks in turn, took it from them. Wherever the course of early migration tended, there like a faithful servant of man alfalfa followed in the wake of marching hordes. Then, as now, there were horses and beasts of burden to feed, sheep to pasture that hungry mouths might have meat, herds of tethered cows from which was drawn the supply of milk, and cheese and butter for the camps and villages.

In 1909 the principal packing centers of the East reported a shortage of 5,000,000 hogs. "Why didn't they have the hogs?" you ask. "There are plenty of farms on which to raise them." Yes, plenty of farms, but no corn to feed the porkers. The number of farmers in Eastern States who have discovered they cannot raise a good crop of corn because of exhausted soil, is growing every day. Each year sees a shortage in corn, and hence a corresponding shortage of hogs. The great eastern wheat and corn belts are rapidly becoming exhausted soil regions. Witness the number of colonists coming West every year because they have at last been convinced that the old homestead in the East is not up to snuff any longer on the production of "whopping" big crops. Raise a million bushels of wheat on a given area of land, raise it steadily year in and year out like our eastern wheat

growers have done for the last forty years, and it is evident the land does not improve under such treatment. The soil loses its fertility, goes barren of plant food, and the yield per acre drops down to ten or fifteen bushels, an amount far from profitable.

### FEEDING VALUES.

Speak to the successful grower about the feeding value of alfalfa and you will get him to discuss the most interesting phase of this highly profitable branch of agriculture. "Alfalfa," he will tell you, "is the most palatable and nutritious food that can be fed to farm stock. Compare alfalfa hay to wheat bran and shelled corn for nutritive properties and you will be surprised

	Dry matter in 100 pounds.	Protein.	Carbohy- drates
Alfalfa hay .....	91.6	11.0	39.6
Wheat bran .....	83.1	12.2	39.2
Shelled corn .....	89.1	7.9	66.7

These figures afford a chemical proof of the valuable feeding properties of alfalfa. They explain how an acre of alfalfa pasturage will produce 776 pounds of pork during a season.

"I find," continues the successful grower, "that I have realized the highest profits in alfalfa when not selling it as hay. A man who has 300 or 400 acres ought to make the most there is in it by running a small dairy business, fattening hogs and a few bees for the market. With pork and beef at a top-notch price most of the time, the grower can secure the largest profits for his product by marketing it in the form of beef, pork, mutton and dairy products. Nothing will fatten hogs quicker and better than alfalfa pasturage, along with a little skimmed milk. Dairy cows require protein feed; they get it in alfalfa, and

at a less cost to the farmer than he would pay for any other kind of protein stock food. With alfalfa hay at \$10 a ton, and wheat bran at \$20 a ton, the saving effected by substituting this hay for bran is \$2.80 for every 100 pounds of butter, and about 20 cents for every 100 pounds of milk."

"Here's the proposition in a nutshell," exclaims the enthusiast. "Why should I sell my fine baled hay for \$50 or \$60 an acre gross return, when, out of a number of husky young bees I have been pasturing for two seasons on an acre I have only to kill one to receive \$40 or \$50 for that fellow alone? Of course I feed a little grain also. But multiply \$40 by twenty bees and you will see where I stand on the question of best profits in alfalfa growing. Stock every time—and baled hay for the market with \$1 to \$3 a ton freight to pay, as the last consideration."

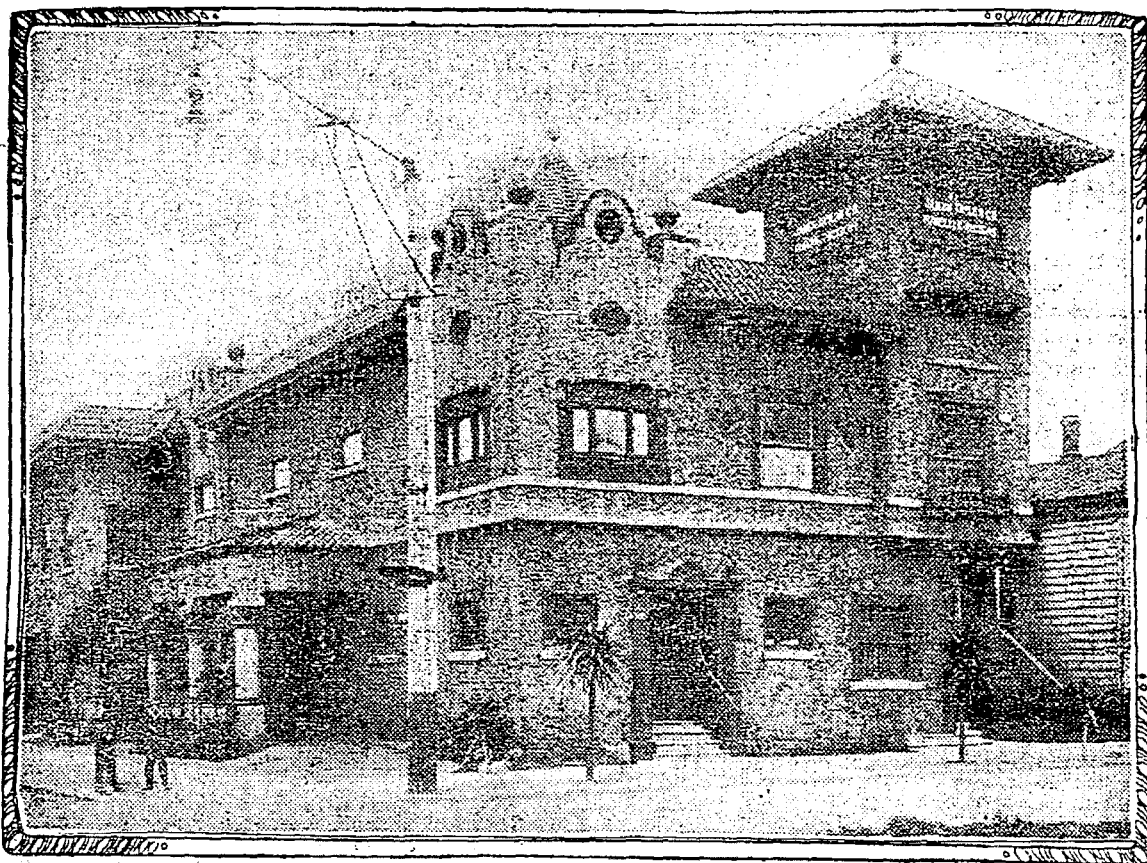
### PROSPECTS OF 1912.

Every year's progress strengthens confidence in Oakland's future prosperity and commercial importance. The outlook for the year 1912 is that a greater number of large and costly business blocks will be started in Oakland than in any previous twelvemonth in its history, and the plans for many of them are sufficiently advanced to warrant the assumption that the \$10,000,000 mark in new construction will be passed. To use the language of one of Oakland's leading architects—"Oakland has only just started its building development."

Alameda has four city parks and three magnificent municipal playgrounds, all well equipped and overseen by competent park and playground experts. The children in all parts of the city have ample chance to use at least one of the playgrounds without the expense of carfare.

Alameda has the only Boys' Soccer League on the coast. It is part of the municipal playground scheme of play and 100 grammar school boys make up the teams in the league. They are now playing for a handsome silver trophy and pennants.

## JAMES TAYLOR UNDERTAKING PARLORS



There are few undertaking establishments in the United States as artistically and harmoniously arranged, decorated and equipped as that of the James Taylor Company of Oakland. As an example of what can be done by men of good taste and judgment in making an undertaking establishment attractive to the public—a place beautiful as a church itself—we take pleasure in presenting a view of this model establishment, situated at the northeast corner of Fifteenth and Jefferson streets.

The first-class undertaking and embalming establishments of the present day with their modern methods of business are a distinct advance upon the ordinary methods of burial in the early days of Oakland, and to Mr. Taylor is due much credit in raising the standard of the business, he being the type of man not to let an opportunity to improve conditions slip by.

In the early days of California, embalming as an art was only practiced in cases of the very rich, and caskets and funeral supplies were made entirely by hand and to order at a very great expense. Now, even the poorest may be embalmed at a reasonable cost, and thousands of the most elegant caskets are designed and built annually.

In former days the remains were taken to the grave in wagons or carried by pall-bearers with much labor, while shrouds were all home-made, and the representatives and relatives of the deceased had to personally attend to all the details, such as engaging the pastor to conduct the funeral services, make arrangements with the sexton of the graveyard, the undertaker, etc.

Now one has but to place instructions with the James Taylor Company, the leading funeral directors and embalmers, whose undertaking establishment is one of the most up-to-date in the west, for the care of the remains and the entire funeral arrangement.

The James Taylor Company is prepared to furnish the robe, funeral car, carriages, flowers, clergyman, and, in fact, attend to all the most intimate details attending the last sad rites of interment, and the arrangements are quietly and decorously and systematically attended to. Their horses and carriages are second to none in the United States. In this respect the firm is known all over the United States.

The well-appointed funeral parlors of this well-known undertaking company is operated under his personal direction and management, with the assistance of Mrs. Taylor and a competent corps of licensed embalmers.

The James Taylor Company has one of the handsomest chapels in California. There are private rooms, private embalming rooms, and every possible convenience, all arranged in the most modern, up-to-date manner.

Mr. Taylor's knowledge of the undertaking profes-

sion insures the most correct arrangements, and he attends personally to funerals, giving that prompt and careful attention to telegraphic and written instructions that insures the very best of service and attention in all cases.

Having had twenty odd years of practical experience in this profession, Mr. Taylor knows just what is needed at the proper time. His funeral chapel is tastefully fitted up and services may be conducted at all hours to suit the convenience of the family of the deceased.

In the past it has been said by many of the best-known undertakers in the east, who were visiting California, and have called on Mr. Taylor, for he is very well known in the east as at home, that he had the finest equipment of horses and carriages of any institution of this kind in America, and will continue to keep up his fine equipment of carriages and horses. Mr. Taylor has gone further: He has also added the finest auto hearse that has ever been built in America. The work of this especially constructed auto hearse was personally supervised by Mr. Taylor, the designing and workmanship showing the skill that makes it possible to be compared to works of art from the view of a sculptor.

In the addition to this automobile hearse, Mr. Taylor has added some of the finest limousines that have ever been brought to Oakland. These have been specially constructed and decorated according to Mr. Taylor's own ideas. To say that these new limousine coaches are grand or elegant does not describe them. To say the least they are wonderfully beautiful and most comfortable. They, with the hearse, have been geared down specially low so that they will travel along slowly and quietly, and horse-driven carriages will be able to follow these without the appearance of a rush.

Mr. Taylor said a few days ago: "I don't intend to ever let an opportunity slip by when I see a chance to improve my equipment;" and judging from what he has done in the past, the writer took him at his word.

The writer was surprised, yet pleased, to know that the auto service would be used for all funerals when so preferred, with no extra charge over the horse-drawn vehicles, which will be furnished whenever so desired.

For the information of the public it might be well to say that Mr. Taylor has not retired from the business as was planned for January 1, but that George H. Clark, ex-mayor of Sacramento, and well known as a funeral director, has associated himself with the James Taylor Company, making his permanent home in this city, locating at the northeast corner of Fifteenth and Jefferson streets, and will give the business his entire personal attention.

## Mortgage Loans on Real Estate

When you buy a security, look to see what it is based on. If it is a promoter's get-rich-quick scheme,

### Mortgage Loans ON REAL ESTATE.

FOR A SAFE AND SANE  
6% OR 7% NET INVESTMENT

SEE  
SEYMOUR HELL  
FIRST NATIONAL BANK BUILDING  
PHONE OAKLAND 612 - OAKLAND, CAL.

It is a patent right scheme, it is based on a guess whether or not the public will buy. If it is an industrial stock, it is based on a guess whether or not the profits will pay the interest—this will depend on the management—so there are two guesses.

If it is based on the soil, like a Mortgage-Loan on real estate, it is based solely on location and improvements—and these both may be investigated before you make the loan. The others cannot be proved until after you have invested.

What kind of a future do you prefer? Do you want to gamble? Then invest in a guess. Do you want to be certain of your ground? Then secure a well placed mortgage-loan. Take your choice.

We make no charge whatsoever to the lender or buyer of mortgages.

This office makes an exclusive business of mortgage loans and is prepared to make loans on good real estate security at any time, in any amount.

## Honesty Accuracy Fair Dealing Prices

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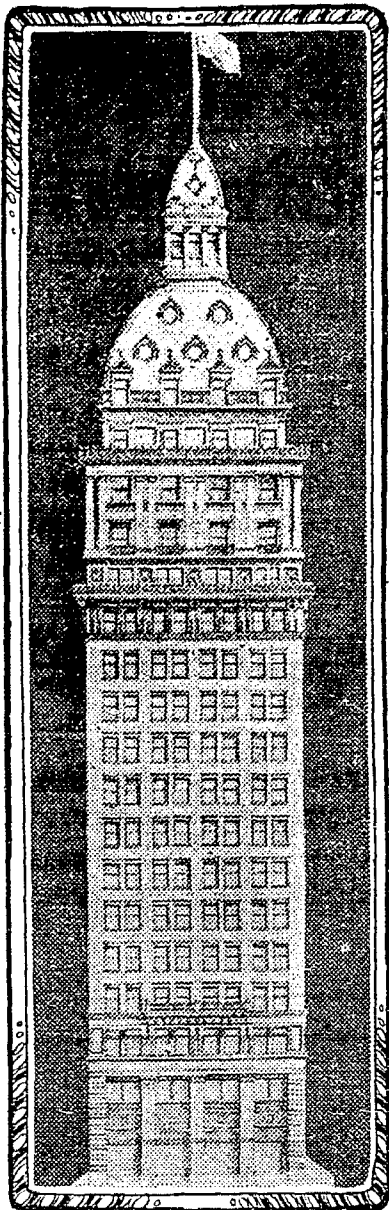
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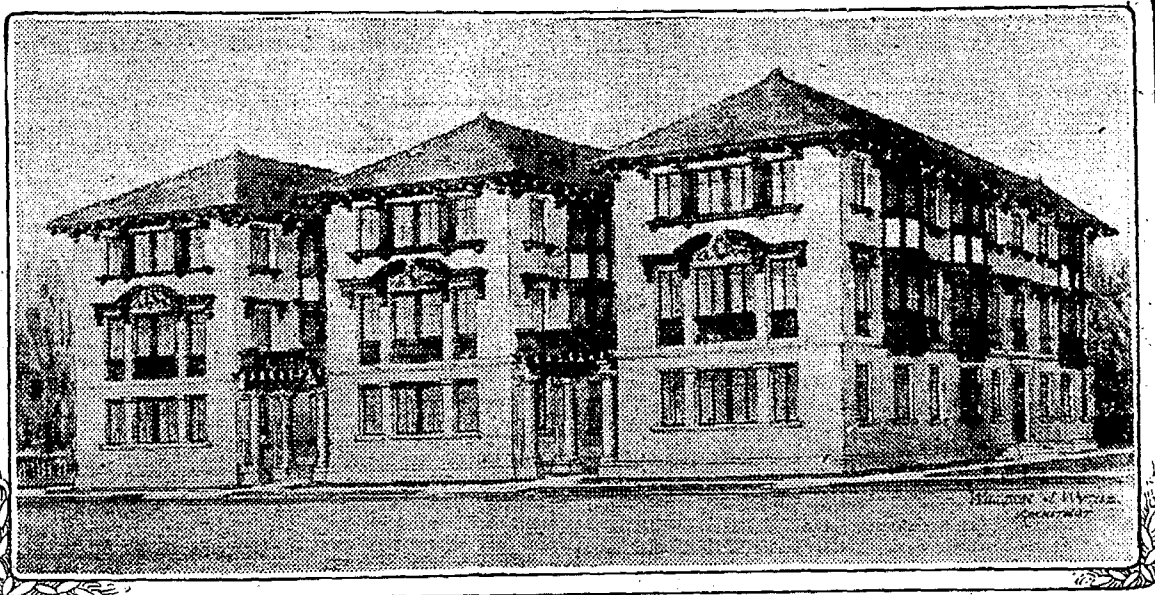
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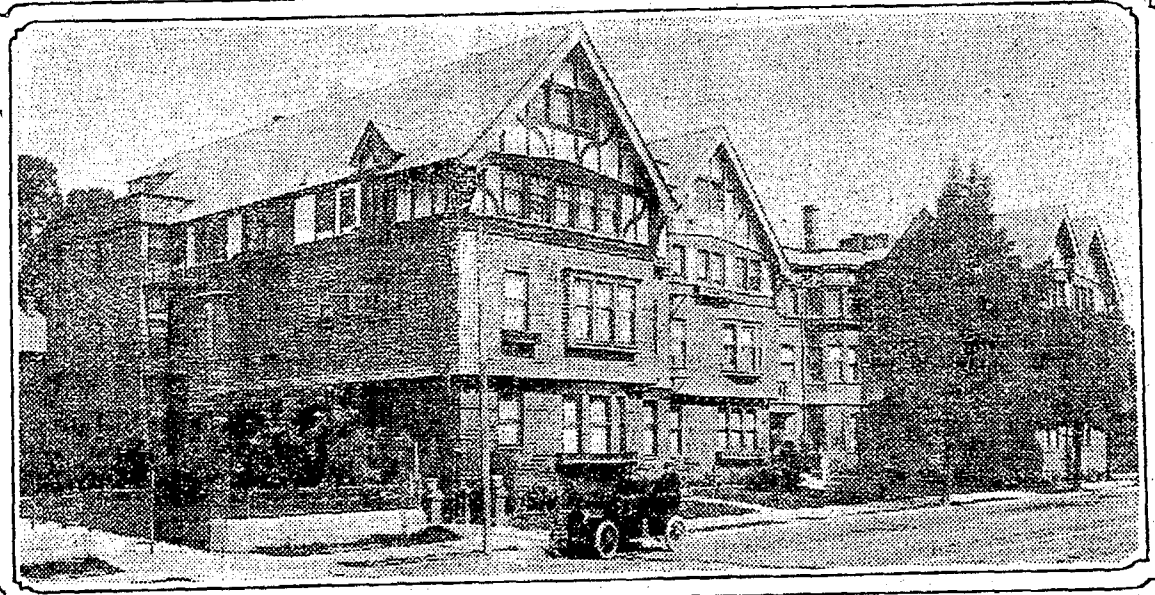
# Representative Buildings Designed by Oakland's Leading Architects



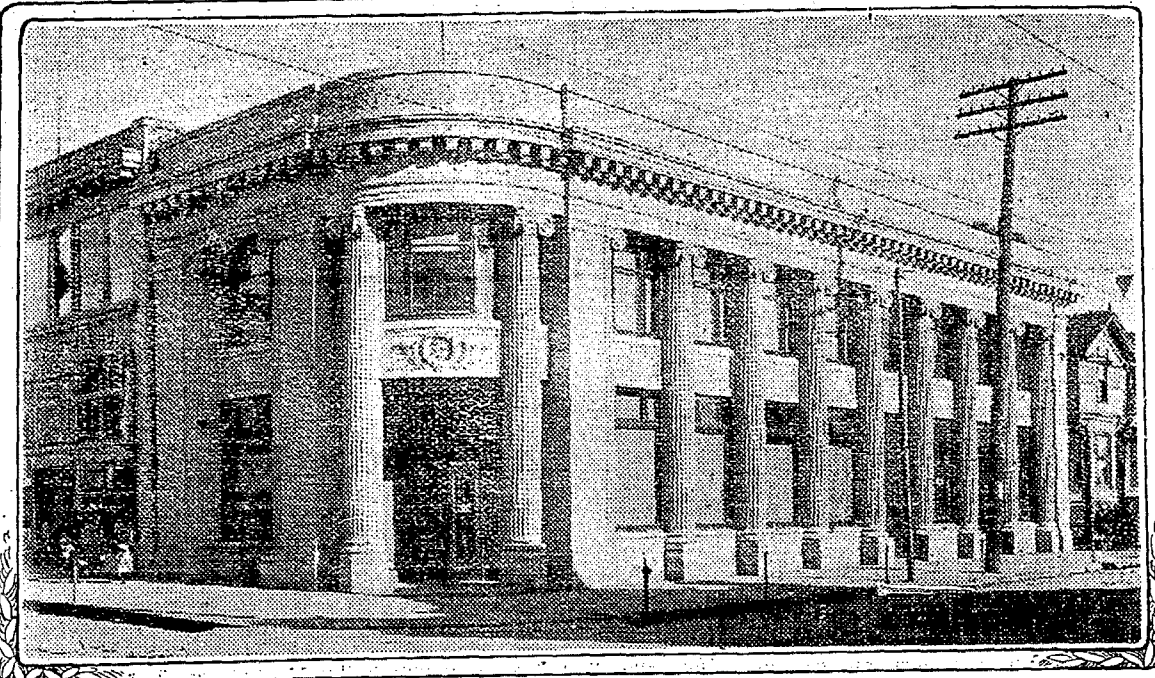
The Proposed Cohn Building, Twelfth and Washington Streets. Walter J. Mathews, Architect.



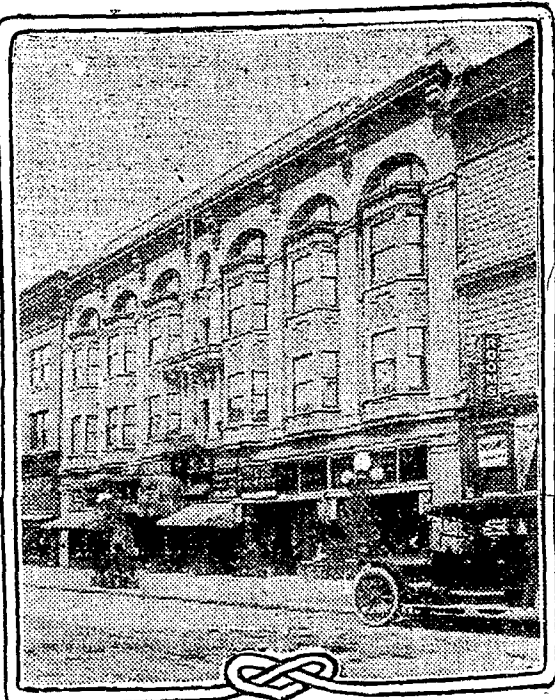
Apartment House, Thirteenth and Brush Streets. Willson J. Wythe, Architect.



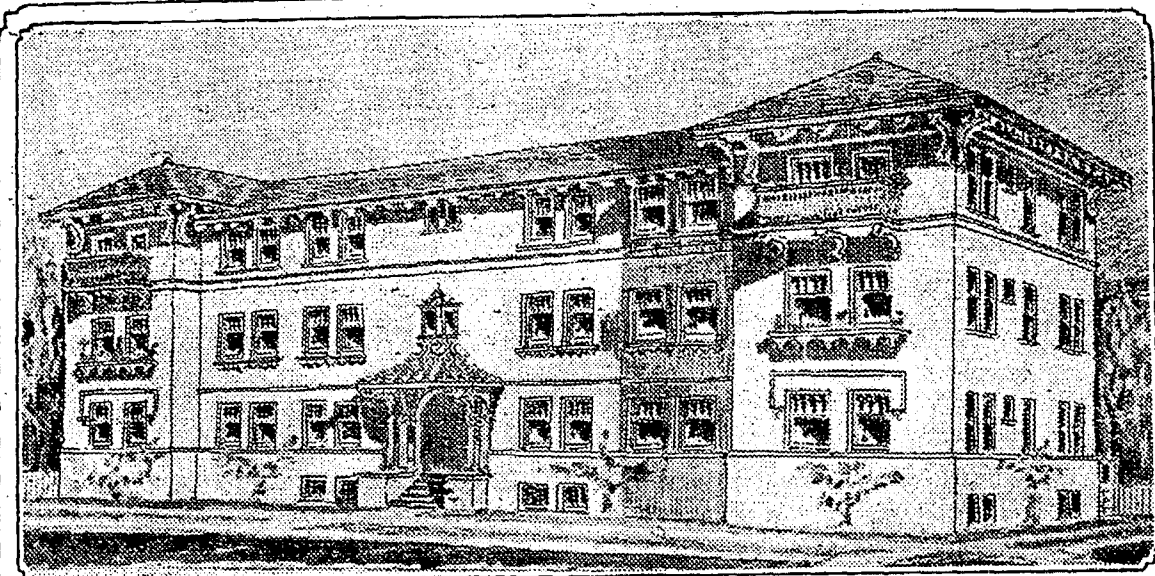
Annston Apartments, Twenty-Second and Webster Streets. Louis S. Stone, Architect.



Farmers and Merchants' Bank, Hayward, Cal. Chas. W. McCall, Architect.



A. N. Wachs' Building, Thirteenth Street. D. V. Deuel, Architect.



Proposed Apartment House for Seventeenth and Franklin Streets. Milwain Bros. Architects, Offices in Delger Building.



# Growth of a Leading Oakland Church

THE FIRST METHODIST EPISCOPAL CHURCH.  
(By REV. GEORGE W. WHITE, Pastor.)

The first preaching in Oakland, by the Methodists, was that of Rev. W. S. Urmey, now deceased, in a school-house in Clinton or Brooklyn, in East Oakland, in 1856. There was no effort made to form an organization, but services were held several months. The first sermon was preached to what is now the First Methodist Episcopal Church of Oakland, was by Rev. A. Higbie, pastor of the Alameda circuit, as it was called, in 1858. What the Methodists call "A Class" was formed, consisting of 14 members, and a lot on Washington street, near Third, was bargained for and one payment made on it.

Mr. Higbie's health failed, and his successor in charge of the Alameda circuit, Rev. W. Grove Deal, M. D., dropped the work in Oakland and the purchase of the lot fell through.

Nothing more was done in Oakland until 1861, when Rev. C. V. Anthony was appointed to Alameda circuit, with Rev. J. E. Wickes as junior preacher. They resumed preaching in Oakland, in a pavilion on Broadway, between Fourth and Fifth streets, but did not form an organization.

In September, 1862, Rev. C. E. Rich, who died in Oakland recently, was given charge of the work in Oakland, as a "supply," and it separated from Alameda and made an appointment by itself.

For a time the infant church worshiped with the Presbyterians, by their kind invitation. During the year a lot was purchased on the corner of Sixth and Washington. Being unable to raise enough money to build a church, an old school-house was purchased for \$200 and moved upon the lot. It was dedicated as a place of worship, by Rev. M. C. Briggs and Rev. J. D. Blain, in December, 1862.

In the second year of Mr. Rich's pastorate, this property was sold and a new lot, 100 feet square, was purchased at the southwest corner of Ninth and Washington, for \$1000. Here a church costing \$8000 was built, and dedicated by Bishop Clarke. It had a seating capacity of 300. There were 20 full members and ten probationers.

The church remained at this location until 1875, having had as pastors, in the meantime, Rev. C. Miller, Rev. H. H. Hartwell, Rev. Lysander Walker, Rev. F. S. Dunn, and Rev. W. J. MacLay. In September, 1873, the church reported to the Annual Conference 177 members.

At that conference Rev. C. V. Anthony was appointed pastor, and in his second year, in the spring of 1875, the old lot was traded for 100 feet running through from Thirteenth to Fourteenth on the east side of Clay street. The lot traded for the new location was valued at \$10,000. The old church building was sold for \$500 to the German Methodists, and now stands on Nineteenth street, between San Pablo and Telegraph. Contract for the new building was let in June, 1875, but the building was not finished until the next spring. It cost about \$40,000, and to help meet the burden, the south 75 feet was sold for \$4000 at a time when money was hard to get. The dedication took place May 21, 1876. The dedication sermon was preached by F. F. Newell at 11 a. m., but the dedication exercises proper took place at an afternoon service. The program shows that there participated in it, Dr. J. H. Wythe, presiding elder of the district, Dr. John Coyle of San Francisco, Dr. B. S. Lafferty, pastor of First Baptist Church in Oakland, Dr. J. K. McLean, of the First Congregational Church, and Dr. Eells, pastor of the First Presbyterian Church. Membership of the church was 315.

During Dr. Anthony's term of three years, two new congregations were formed from First Church, viz.: The Eighth Avenue Church, at the corner of East

Seventeenth street, and the Centennial, at Ninth and Chester.

The succeeding pastors of First Church have been: Dr. Robert Bentley, Dr. Thomas Guard, Rev. E. S. Todd, Dr. J. H. Wythe (supply), Dr. C. H. Holmes, Dr. C. C. Stratton (a few months only), Dr. John Coyle, Dr. E. R. Dille (first term, commencing September, 1887), Dr. Alfred Kummer, Dr. E. R. Dille, (second term, commencing September, 1897), and the present incumbent, Dr. George W. White, whose term commenced September, 1907. The membership is now 1200.

In March, 1911, the property at the corner of Fourteenth and Clay was sold for \$275,000, and a new location purchased at the gore between Broadway, Twenty-fourth street and Webster street, for \$80,000. Plans have been drawn for a new church to be erected there at a cost of about \$130,000. The new site has frontage of 103 feet on Twenty-fourth street, 261 on Webster, and 269 on Broadway, with a width at the south base of 159 feet. It is hoped to have a snug sum left from the sale of the old property to devote to city church extension work in Oakland, in aid of new churches.

## Ye Liberty Candies and Ice Creams Pure

In this day when the brightest minds in the whole world are no longer interested in schemes of conquest, but are devoting their wonderful energies in the protecting of human lives, it is but natural that their first endeavors should be to see that all food stuffs are pure and wholesome. In this connection it is well to call attention to Ye Liberty, 1215 Broadway, who have built up an immense business by adhering strictly to the "pure food laws" and protecting their customers from all adulterations and impurities, so that today the name Ye Liberty on a box of candy or on a brick of ice cream is taken as positive evidence of its purity.

E. L. Smith and H. Scharman, the proprietors of this firm, are enthusiastic advocates of our new "pure food laws," and their rigid rules for cleanliness, both in their factory and store, could well be emulated by a great many other concerns. Their store at 1215 Broadway, one of the handsomest on the Pacific Coast, is a model for any ice cream and candy parlor.

One of the specialties turned out by this concern that has proven exceedingly popular is a fancy decorated frozen pudding. With sauce it is an exceptionally dainty dessert, costing \$1 per quart delivered.

## HOTEL Shattuck

Berkeley, California

NOAH W. GRAY, Manager.

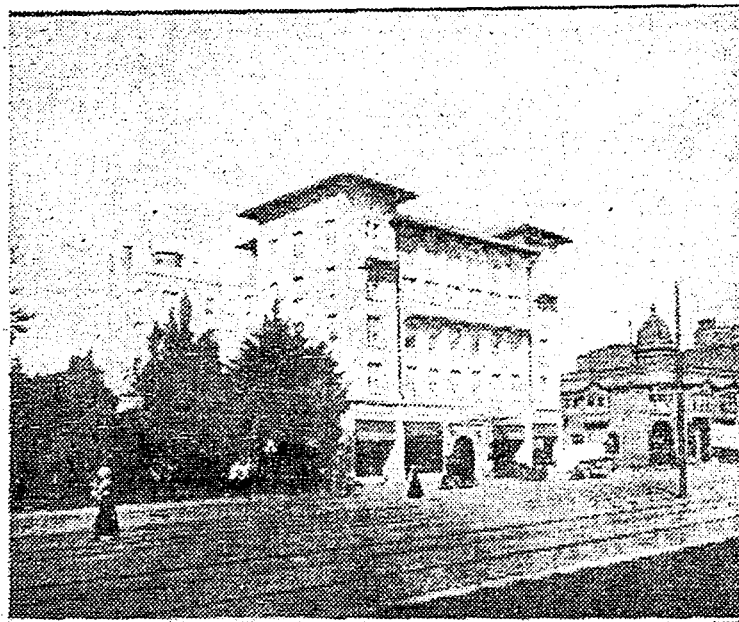
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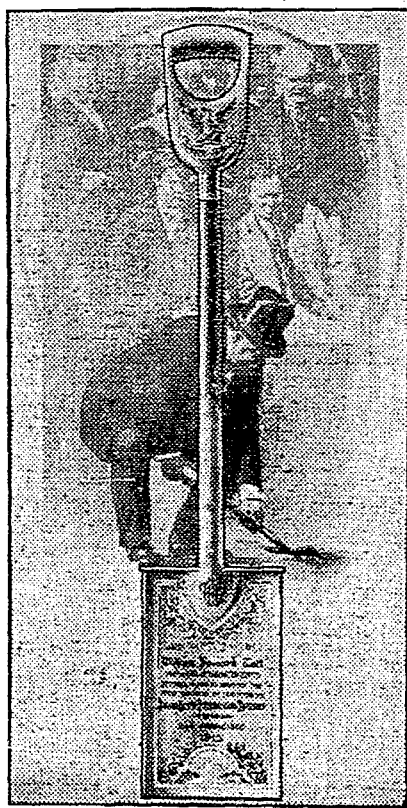
from both railroad stations and the main street car transfer points.

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Hotel Shattuck, corner Shattuck ave. and Allison Way, Berkeley Calif.

The Shattuck is one of the few first-class hotels that caters to children. That is why it is so popular with families. In addition to providing the very choicest and daintiest viands for the little ones, their amusements are constantly considered. For their convenience a smooth lawn is maintained, with a large sand box, sundeck, lounging room, ladies' parlor, all available for their comfort.



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# A SQUARE DEAL

## YOU WANT A "SQUARE DEAL": SO DO WE

*Neither of us can get it unless both play fair. You sometimes make errors. So do we. We willingly correct them when brought to our notice. If you do the same, both will get "A SQUARE DEAL."*

"The square deal" for a public corporation is something the political trickster doesn't want and doesn't intend to give if he can avoid it.

Agitation and unfair criticism is his threadbare stock in trade.

Periodically we are attacked through the public press. Your attention is arrested by startling headlines. You read the article and probably find it relates to some thirty-cent error in accounting or something equally important.

Think this over. Here is a great public service corporation with hundreds of stockholders who are your neighbors and friends. They live here, have their money invested here and have a reputation for decent living and square dealing. Their income is fixed by your representatives. Their business is made public to the fullest degree. They are conducting their busi-

ness in strict accord with legal and municipal requirements. They have no desire nor interest to do otherwise.

Clerical errors sometimes occur. So do they in every other business, including banks, the postoffice and the United States Treasury. You have errors in bills from the grocer, the milliner, the plumber, etc.

Do you air them in the public press? No, you adjust them in a sane business-like way.

Why isn't the Peoples Water Company entitled to as fair treatment as the merchant, manufacturer or banker?

Why should the demagogues and tricksters malign and discredit one of your largest and most important business enterprises?

Does it not occur to you that they may be in the pay of opposing interests or prompted by personal motives of another sort?

## PEOPLES WATER COMPANY

### Progress of Electrical Engineering in 1911

According to the Scientific American, the field of electrical engineering has steadily enlarged its borders during the past year. It adds:

"The progress has been in the direction, not so much of the development of new inventions and applications, as in the broadening of the scope of those already established. Undoubtedly the most notable advance is that which has been made in electro-metalurgy and electro-chemistry. It is sufficient here to note the increasing application of electricity to the electrolysis of salts; the production of metallic aluminum and sodium; the production of calcium carbide, in all of which industries, and particularly the production of aluminum, the progress is by leaps and bounds. The refining of metals by electrolytic action has been responsible during the past year alone for placing over \$100,000,000 worth of pure copper on the market. In the more novel applications of electricity to the arts, the electric reduction of iron ore has been the most prominent, and among the several ingenious designs of electric furnaces there are two or three which give promise of competing commercially with the present gas and coal furnaces. In the field of electric lighting, the tungsten lamp continues to win popular approval; and this can be readily understood when we remember that a 16-candle-power carbon filament lamp requires 56 watts for its operation, whereas a 20-candle-power tungsten lamp demands only 25 watts. It is gratifying to know that during the year the united efforts of the electric lighting companies have succeeded in producing a drawn-wire tungsten filament of great toughness and durability. In the field of transportation, electricity continues to be the supreme power for urban and suburban service, and note should be made of the fact that the Edison storage battery cars which have been operating during the year in New York city have been giving reliable and satisfactory service. The application of electric traction to steam roads is not making the progress which was expected when the New York Central and New Haven installations had proved how reliable and punctual a service could be given. Figures of the cost are difficult to obtain; but, as the report on the proposed electrification of Boston suburban roads showed, the first cost of these changes from steam to electric power is so great as to discourage investments of this character. There is a consensus of opinion that the alternating-current, overhead trolley will be used for long distance service, and the direct-current, third-rail system for terminal and suburban work. The utilization of water powers by the construction of large hydro-electric plants continues to make a rapid advance, the most notable work of the year being the vast dam which is being built across the Mississippi river at Keokuk, Iowa. The dam will stretch for seven-eighths of a mile across the river, rising thirty-two feet above the river bed. At one end of the dam will be the lock gates and a power house 1400 feet in length, in which will be mounted thirty hydraulic-electric units. The initial installation of 120,000 horse-power is to be completed in July, 1913. A promising field for the application of electric power is that of agriculture."

### The Year 1911 Was Great Comet Year

The year 1911 was a year of comets. The body discovered by Kiess at Lick Observatory on July 6th was easily visible in an opera glass. Two weeks later Prof. William Brooks of Geneva, New York, the veteran comet-hunter, discovered a comet which came within thirty million miles of the earth, and which proved to be a fairly conspicuous object. The return of Encke's comet was watched with interest, because it has the shortest period of any known comet, returning to the sun every three and one-half years, because it varies in brightness at each successive return in a very remarkable manner, and because its varying period of revolution proves that some other force than the attraction of the sun must act upon it. In the month of September two more comets were discovered, one by the Russian astronomer, Beljowsky, and the other by Quinneset. Borelly's faint periodic comet, discovered in 1905, was observed on its return at some of the southern observatories.

By far the most noteworthy astronomical event of the year 1911 was the appearance of the new star discovered by Espin. Although the nova was actually first discovered on December 30, 1910, the phenomenon may fairly be considered an astronomical event of 1911. The

### Substitution of Electricity for Steam

The probability of the substitution of electricity for steam on the score of reduced cost of operation has been somewhat lessened, says the Scientific American, by the extended application of superheat to locomotives. It now looks as though superheat will achieve those economies which, at least in American practice, compounding has failed to secure. The simple engine always possessed certain practical advantages over the compound, and the addition of superheat makes it possible to secure equal and often greater fuel economy in a locomotive of the simple type, than is possible in a non-superheat compound. The increasing application of superheat may easily be set down as the most important development in locomotive practice of the past year.

#### THE PLAY-BOY.

"Are you first in anything at school, Earle?"  
"First out of the building when the bell rings."  
—New Orleans Times-Democrat.

star proved to be a typical nova, which owed its sudden appearance probably to a collision between some orb, far in the depth of space, and a nebula or cluster of meteoric bodies.

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# HISTORY OF SOME OF OAKLAND'S CHURCHES

## PRESBYTERIANISM IN OAKLAND.

(By Rev. F. L. GOODSPEED, Pastor of the First Presbyterian Church.)

The First Presbyterian Church of Oakland was the first Protestant church organized in the community. This was in 1853. From this beginning the denomination has grown until today the Oakland Presbytery includes 32 churches and several enterprises which are rapidly developing into independent churches. The membership is over 5000 and the Sunday school pupils number 4967. The Presbyterian adherents in the East Bay cities are probably not far from 25,000. Last year the churches of the Oakland Presbytery gave \$22,000 to missions and raised for home expenses, \$109,224. The church property has a valuation of a million dollars.

All this has come in a little over a half century from the humble beginning in 1853, when a few souls met under an oak tree on the water front and organized the First Church. Today that church has a membership of about 1100, and more than 30 vigorous daughters in various communities on the east side of the bay. Its property at Fourteenth and Franklin was sold last January for \$300,000. The location of the new church will be at Twenty-sixth and Broadway where a new edifice in the English Gothic style will be erected, costing a quarter of a million. It is expected to be one of the most complete and beautiful churches on the Pacific Coast.

## GROWTH OF THE CATHOLIC CHURCH IN ALAMEDA COUNTY.

(By REV. FATHER E. P. DEMPSEY.)

There are people still living in the city of Oakland who remember the time when the spiritual needs of the Catholic population of this side of the bay were fully attended to by an occasional visiting priest from Mission San Jose, which is one of the missions founded by the early Franciscan fathers. In 1858, the late Archbishop Alemany appointed the Rev. James Croke to look after the affairs of the church here.

This work Father Croke carried on for three years, most of the time residing in San Francisco.

In the year 1861 the first Catholic Church was established in Oakland. The Rev. John Quinn, whom many of the old-timers will remember, was appointed as the local pastor. The first church was built by Father Quinn on the present site of St. Mary's Boy's School, Seventh street, near Grove. It was a very unpretentious, rough building, sufficient to accommodate the mere handful of Catholics who then lived in this section of the country.

Father Quinn's stay in the then village of the Oaks was not very long, as three years after his appointment, death called him. He was succeeded by the Rev. Father King, whose pleasing personality is still a fresh memory in the minds of many Oaklanders. Father King was appointed pastor of St. Mary's in February, 1865, and remained as such until his death in December, 1904.

In his early days, his parish embraced the Catholics of nearly the whole of Alameda county. His untiring efforts and great zeal kept pace with the growth of the city and as soon as the ever increasing population made it necessary, a new church, the present handsome Gothic structure on Eighth and Jefferson streets, was the evidence of his work.

The growth of the city of Oakland has been something remarkable. From the obscure village of fifty years ago to one of the leading cities in America, in the short span of an ordinary life, has been its record. The growth of the Catholic Church in the same vicinity has been equally remarkable and commensurate. As the increase in population demanded, one by one new churches have been erected, in various parts of the city and county, until today in the confines of the original St. Mary's parish, which Father King looked after, there are 16 Catholic churches, attended to by 35 priests. St. Francis de Sales, of which Rev. Thomas McSweeney is rector, St. Patrick's of West Oakland, under the Rev. J. B. McNally, Sacred Heart Church of Twentieth and Grove streets, under the Rev. Lawrence Serda, St. Anthony's in East Oakland, under the care of the Rev. P. L. Yorke, D. D., St. Joseph's of Berkeley with Rev. F. T. Morrison, D. D., as pastor, and St. Joseph's of Alameda, in the charge of the Rev. P. Foley, are all flourishing parishes, with splendid specimens of ecclesiastical architecture to witness the interest, devotion and self-sacrifice of their respective parishioners and pastors.

Besides these churches already named there are: St. Paul's of San Pablo, Rev. Edward Nolan, rector; St. Ambrose of Albany, Rev. Robert Sampson, rector; St. Augustine's, Berkeley, Rev. Bernard McKinnon, rector; St. Columba's, under the care of Rev. John Butler; St. Andrew's, looked after by the Rev. P. J. Quinn; St. Jarlath's of Fruitvale, under the Rev. P. McHugh; St. Louis Bertrand of Elmhurst, Rev. James Kelly, rector; and the churches of St. Joseph and St. Elizabeth, under the care of the Salesian and Franciscan fathers.

The Catholic Church has always considered the education of the child as one of its great concerns and so it is that almost as soon as the condition of a par-

ish is sufficiently flourishing to support the school, that work is attended to. It will be a surprise, no doubt to readers, to learn that in Oakland and vicinity there are eleven Catholic schools attended to by nearly 6000 children.

These schools are supported by private contributions and save the taxpayers of Alameda county a yearly sum of over \$250,000.00, as it would require easily that amount of money or more to provide schools and teachers if these children were not thus provided for.

Besides the many grammar and elementary schools, there are institutions intended for the higher education of the youth such as St. Mary's College and Newman Hall for young men, and the College of the Holy Names for young ladies.

Religious work naturally supposes and supports charitable institution. In this line the Catholic Church in Oakland conducts in Oakland a Home of the Aged Poor, under the care of the Little Sisters, an orphan asylum at San Lorenzo, and Mission San Jose, a home for the aged, under the Sisters of Mercy, an institute for the deaf, dumb and blind, in charge of the Sisters of St. Joseph, the Catholic Ladies' Aid Society for the Poor, and Providence Hospital.

## ST. PAUL'S MISSION.

(By REV. R. FRANKLIN HART, Curate.)

A mark of the vitality of St. Paul's parish life during the past year is the fact that for the first time in its history the missionary apportionments were paid in full. Recently a canvass of the congregations was made by a committee to secure weekly pledges for missions for the coming year, and the returns are very gratifying.

In November the formal contracts were let for the erection of a new church at the corner of Montecito avenue and Bay place. The church, which is to be completed during the coming year, is to be of brick, stone and concrete, and will cost, furnished, about a hundred thousand dollars. Plans are now being drawn for a parish house and a rectory to be built upon the property adjoining the new church.

Traveler (in Nevada)—What seems to be the matter with this train?

Conductor—Trouble with the couplings, sir. You see, we are coming into Reno.—Philadelphia Record.

## TO THE POINT.

Mrs. Gramercy—It's awful to have a jealous husband. Mrs. Park—But it's worse, dear, to have one who isn't jealous.—Judge.

## William T. Ewing



William T. Ewing, one of the most successful pioneer mining men of Alaska, was born at Richmond, Missouri, where he spent his childhood days. He began his business career in Iowa, and for over eleven years was connected with the Hawkeye Insurance Company, under the tutelage of E. J. Ingersoll, with whom he traveled throughout the east and as far south as Florida.

In 1887 Mr. Ewing came west, locating at Tacoma, Washington, where he took up a homestead and was associated in business for a number of years. He also served in the police department, which he left with an enviable record when he started for the far north in 1896.

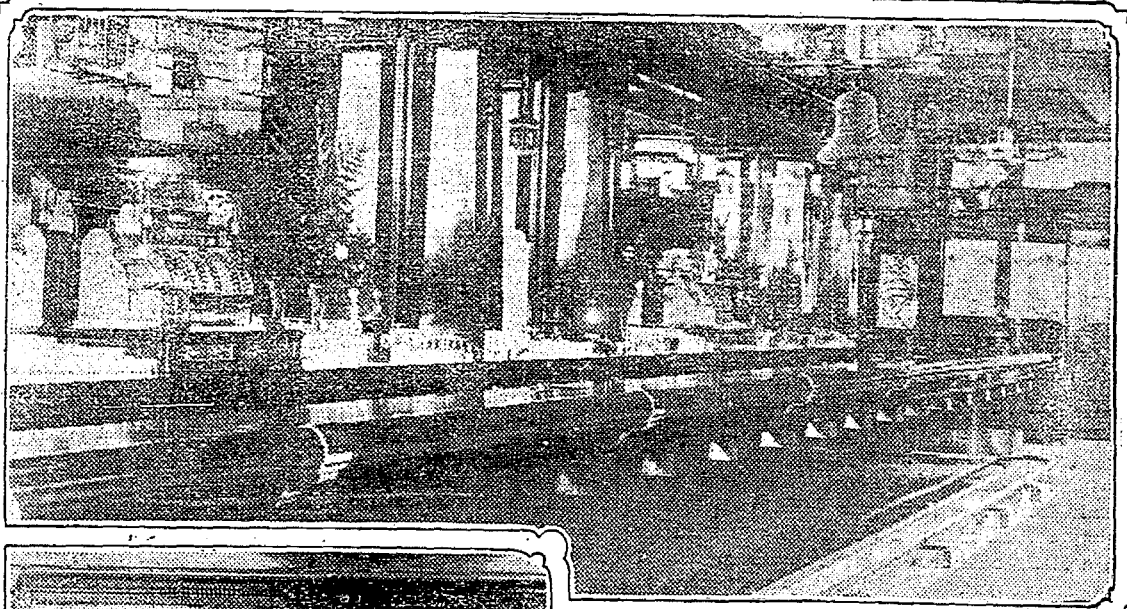
Mr. Ewing reached Circle City, Alaska, before the Klondike excitement, and passed what was afterwards the city of Dawson before that camp had been thought of. He returned to Dawson in the fall of 1897, and was fairly successful there.

In 1900 he went over the trail to Nome in a dog team, a distance of over 1200 miles, reaching there in April and returning to Tacoma that fall.

The following spring marked a prosperous epoch in Mr. Ewing's career, when he and his partner, Jesse Noble, went into the Delta of Alaska and built the first cabin there. They prospected and mined around the Chesna country for a couple of years, and then migrated down the Tanana river, to the site upon which the town of Fairbanks sprang up in 1903. Here Mr. Ewing made a success of everything he undertook, his greatest strike being the opening up of the discovery claim owned by Dan McCarthy, an honest and upright Alaskan, to whom he has always merited appreciation and retained a close friendship. Within ninety days he cleaned up nearly \$40,000, which gave him a big start on the road to fortune. Mr. Ewing purchased mining and business property at Fairbanks, all of his investments netting him handsome returns. He still owns valuable claims in that district, now in course of development.

Mr. Ewing came to Oakland in 1904, and realizing the future of this city he bought an eight-acre tract near the boulevard, which has since greatly enhanced in value. He subsequently purchased improved property on Telegraph avenue, Chestnut street and in West Oakland, until his holdings here will aggregate about \$100,000, besides other investments in mining and industrial propositions. He still owns considerable property at Tacoma, where he has been well and popularly known for nearly a quarter of a century, and his friends there are legion.

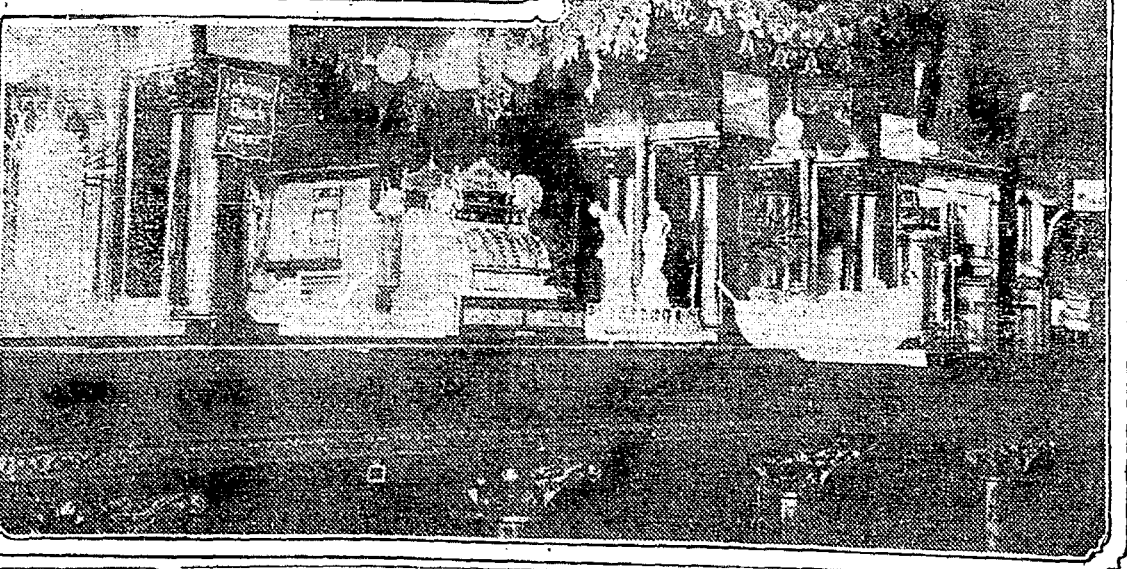
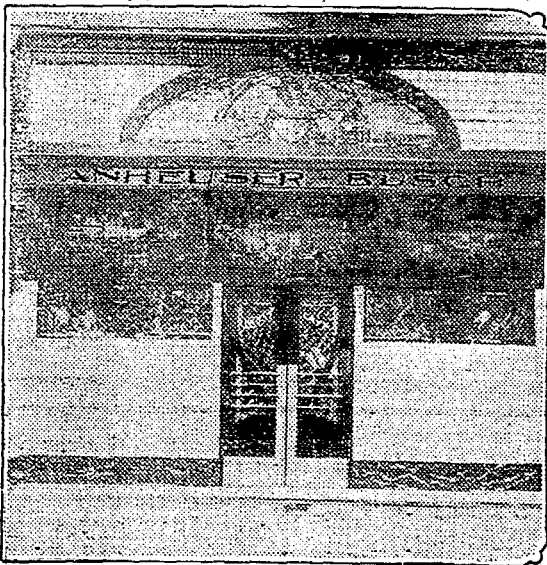
Mr. Ewing is an exceptional example of his race, and his standing in the commercial world is of the highest. His remarkable success in life is due to his indomitable pluck and perseverance, his conscientious and conservative business policy, backed by a naturally faculty of financiering. Personally he is a genial gentleman, ever faithful to a friend, and his word is as good as his bond. By his uniform courteous treatment to everybody, and his innate faculty of making and retaining friends, "Bill" Ewing has the reputation of having more friends in Alaska than any other man during his residence in that territory.



## TWO OF OAKLAND'S HIGH-CLASS BUFFETS

Above—Interior of Saloon of William Wicking, 901 Broadway.

Below—Handsome Bar of the Faust Cafe, Charles Kahler, Proprietor, and in the Center, New Entrance Just Completed.





## Climatic Conditions in Alameda County



It has always been the boast of Alameda county that she possesses probably the most equable climate of any county in the state of California, a boast which means much in this state of sunshine and flowers. Yet it is with a feeling of confidence and pride with which her citizens point to the data collected by weather officials and more even than that, show with what marked success products of wide variety, requiring the most advantageous climatic conditions, can be produced.

Weather observations throughout the entire width and breadth of Alameda county are necessarily difficult of collection, the localities going to make up the totality of its domain varying so greatly in degrees of temperature, and possibility of securing records. Because of that fact it is necessary to go to the cities for the most accurate record of weather conditions.

In Oakland for many years past there has been kept a daily report of temperature, climatic conditions, and rainfalls. This report, now made at Chabot observatory, furnishes some interesting matter for the consideration of the student of climate in its bearing on industries and population.

This record gives observations for the past twenty-seven years which show that during that time the mean average temperature has been 55.87 degrees. During twenty of those years the highest temperature recorded was 100 degrees, and the lowest, 28 degrees. Such figures are, of course, unusual, and an estimate has been made showing that in an average year the thermometer does not register over 90 degrees Fahrenheit, nor does it fall lower than 36 degrees. With such a record it is self-evident that heavy frosts are never known, and light frosts are encountered only in the coldest months, and then only in certain parts of town where the records do not show them. Likewise, prostrating heat, sunstrokes, and similar abnormal summer conditions of the east are unknown.

### MATTER OF RAINFALL.

In the matter of rainfall, the records cover the past 26 years and give the average number of days per year in which there has been a precipitation as 68.53. It has been estimated that an average year will show 80 per cent of the days clear and beautiful. Nor is there such a thing as a constant and protracted rainy season. We speak of such a season, but in fact it does not exist, for during the months from November to March, in which the rains fall, there are days, often weeks, and sometimes even a month in which there is no rain, or at most a light shower sufficient to lay the dust.

As explanation of the equability of the climate, scientists assert that trade winds and currents play an important part. The Japanese current sweeping down the coast from the north does much to give to California the balmy atmosphere which is peculiarly her own. When the tendency toward heat arises and becomes more or less disagreeable in certain inland portions of the state, Oakland and the vicinity is spared this by breezes from the bay and ocean which cool and at the same time invigorate. It is asserted that the entire body of atmosphere is kept constantly moving by a landward breeze filled with ozone which stimulates, refreshes and energizes.

The importance of this is scarcely fully enough realized. It means stimulus for the laborer, instead of enervation, and an increase in working efficiency of from 12 to 18 per cent, it is declared. When the laborer with hands or brain can work through from one year's end to the other with never a day of prostration from heat and never a day of numbing cold, when he can work out-of-doors if a day laborer, or indoors without debilitating artificial heat, it is certain that the increase of efficiency is marked, even more marked than can be estimated by systems of inanimate per cents. This normality in climatic conditions also has its contributing effect to the healthfulness of the community, a fact which is demonstrated in the placing of Oakland on the list of large American cities as third by the federal department of public health. This is on account of the fact that Oakland's death rate at the present time is only ten per thousand, an exceptionally low rate.

Throughout the length and breadth of the county, with its several hundred square miles of land, there are naturally many variations in climate. Yet withal there is a certain uniformity, and an absence of wide disparity. For example, about the bay, where the ocean breezes blow in at times, tropical fruits do not attain the perfection which they do in the inland districts, about Mission San Jose, or farther inland. In certain sections, what is known as the semi-tropical or citrus belt, citrus fruits are found in abundance, reaching the highest perfection of size and flavor. In still another district may be found a somewhat cooler climate where apples, pears and similar fruits are raised in abundance.

### FREEDOM FROM FROST.

An especial recommendation of the so-called citrus belt, which is that portion of the county of which Niles may be said to be the center, is that, in spite of records covering 25 years, there has never yet been recorded a frost in that district sufficient to prove injurious to oranges and lemons or to blight the tenderest and most delicate flowers. This is something of which not even the famous orange country of Southern California can boast.

That the excellence of Alameda county's climate is becoming known throughout the country is one of the most gratifying results of the system of publicity work which has been carried on the past few years. The efforts of the Oakland and other Chambers of Commerce throughout the county, the Merchants' Exchange and the Alameda County General Exposition commission have all resulted in acquainting Easterners with its merits. Through the circulation of literature this has been in large part done, but even greater results have been achieved by the exhibitions of the county's products which have been sent throughout the East, and which have served as absolute ocular demonstrations of the temperateness of the climate.

Though much has been done in this direction in the past, there is still room for much further publicity in the future. While there is little remaining land for the settlement of new producers, there is still much territory yet available for home-seekers, and the continued publicity of Alameda county with particular bearing on its advantageous climate offers one of the most certain methods of development work.

The largest field of hydro-electric power development is today in California, where the fall of the streams of the mountain ranges from one end of the state to the other is being appropriated and harnessed by the power companies for light, heat and power production. Twelve years ago, a hydro-electric engineer operating works on the San Joaquin river estimated that at least 2,000,000 horse-power of hydro-electric energy was available for transmission and use in Oakland inside of an arc 200 miles from its common center in this city. Today the estimates of hydro-electric engineers have more than doubled the power obtainable in the same area, and it is conservatively estimated that the mountain streams of California are capable, under a proper system of conservation, of producing over 20,000,000 horse-power of hydro-electric energy.

## The Nauheim Sanitarium

The Nauheim Sanitarium, the foremost institution of its kind in the West, is ideally located in the heart of one of the finest residence districts of Oakland. Built upon the crest of a slight elevation, it commands a view of the city and the bay of San Francisco, with the rugged surrounding hills forming a background to a picture that for scenic beauty can hardly be surpassed.

The spacious lawns and gardens, where, in the balmy California sunshine, flowers bloom the year round, give ample opportunity for outdoor exercise and recreation.

The interior furnishings give one the impression of a palatial home rather than a sanitarium, with well-carpeted halls and stairways, and luxuriously furnished drawing room and library. The guest rooms, with private baths, telephones, steam heat and other conveniences, provide all the comforts of a modern hotel.

The Nauheim is not a hospital and emergency cases are not received. It is conducted as a well regulated home and offers the advantages of a dietary, scientifically adapted to each individual case, and treatment that tends to help nature in restoration of health and strength.

The treatment consists principally of massage, a special nerve manipulation, sometimes called Osteopathy, electric light, Russian and Turkish, and the celebrated Nauheim baths, together with the various light and ray treatments, are administered as the separate cases may require. The treatment rooms are large and airy and are fully equipped with all modern appointments, much of the apparatus having been especially imported for the Nauheim. This department is under the supervision of a most competent masseur, who has had many years' experience both here and in Europe.

Sleeping in the open air is a feature of the Nauheim treatment and many of the rooms are connected with well-sheltered sleeping porches, and the balmy climate of Oakland permits outdoor sleeping in comfort, even in the winter months.

The days spent at the Nauheim are made most enjoyable by the entertainments and diversions planned for the guests and the evenings in the Nauheim leave a pleasant memory.

The dining room is under the personal supervision of Dr. Maxon and the table is supplied with all the delicacies of the season; even guests on a diet find a variety of tasty dishes prepared especially for them.

The resident physicians are graduates of the old school of medicine, who have had the advantage of post-graduate work in the large cities in America and abroad, and the Nauheim is also in close touch with the various specialists of the bay region.

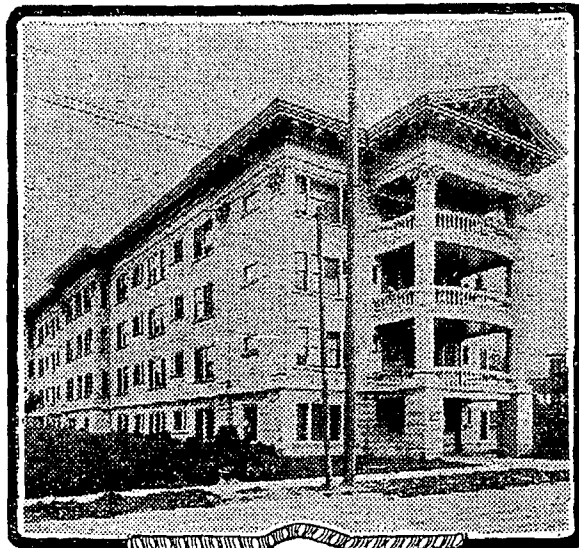
A large corps of nurses is maintained and the aim is to give thorough and kind treatment, to remove all possible hindrances to health, and to surround the guests with a cheerful social atmosphere calculated to aid nature in her work of restoration.

A special department is maintained for the care of maternity cases, and the comforts and cheeriness of the Nauheim make it an ideal place for both mother and child.

To those who are ailing and who desire a place to regain their health and at the same time have comfort and happiness, the Nauheim can be recommended.

Full information regarding rates, and both interior and exterior views, are contained in an interesting booklet, which will be cheerfully sent on request by Drs. Maxon, proprietors; The Nauheim, 470 Twenty-eighth street, Oakland.

## The Lafayette Apartments



Situated in beautiful Berkeley, the center of music, art and education, surrounded by the homes of a cultured people, is this ideal "residential apartment." The climatic conditions are almost perfect in Berkeley and the view from the roof gardens of this building is indeed unsurpassed anywhere in the West. To the East the classic hills are fully displayed, to the south the long sweep of San Francisco Bay is plainly visible; following the waters westward the scenic beauty of the Golden Gate, a glorious sight, with a golden sunset, while the shadows gather about old Mt. Tamalpais. Who would not enjoy living among such surroundings when all the home comforts are added?

The building, which is three stories, fronts on two streets, north on Haste street and runs through the block, giving a south front on Dwight way. The floor space would equal that of over three blocks. Electric trains to and from San Francisco are only half a block distant, while the downtown cars pass the door.

The interior arrangement and fittings are artistic and homelike. Each room in every apartment is heated by steam and every modern appliance is installed for complete ventilation and sanitary conditions. The rooms are large and are arranged in suites of three and four to an apartment, with private phone and bell system. All get plenty of sunlight. Running the length of the building are wide halls, well lighted, and opening upon large verandas on their respective floors. The furnishings are all of the best quality and great care has been taken to harmonize each suite. Some are done in oak, others in mahogany—all have the paneled dining-rooms, patent portal beds and buffet kitchen—a large gas range, spacious shelves and drawers with full equipment for real housekeeping. Complete ventilation and cooling closets are in every kitchen. Just off the living room is a separate dressing room, which is an innovation in modern apartments.

The billiard room is in a well lighted central court, surrounded with potted plants. This with the roof garden parties forms the popular recreations for the residents, aside from the scenic walks in the University grounds near by.

The building has modern fire equipment and each apartment has a private side entrance for merchantmen. The janitor service is another added convenience.

The Lafayette was leased last October by Mr. O. C. Zeigler and is conducted by him personally, thus assuring complete satisfaction to his patrons.

In conclusion, we may well add that no one could find anywhere a more perfect condition of an apartment residence than at the Lafayette.

### THIS IS DREADFUL.

Young Lady—You say you were on a raft for six weeks, and had nothing to eat but mutton? Where did you get the mutton from?

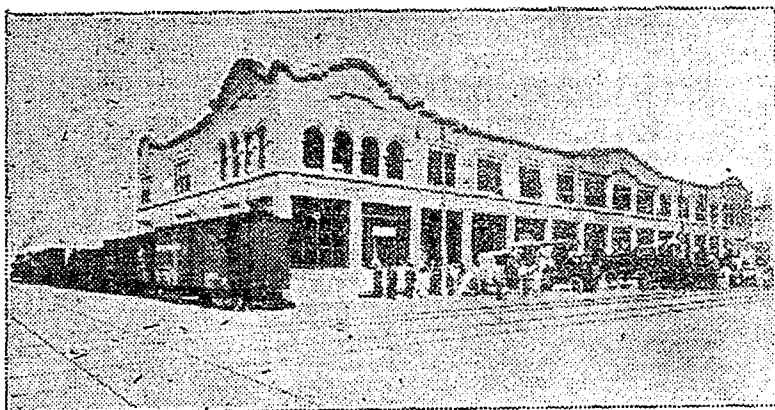
Old Salt—Well, you see, miss, the sea was very choppy.—Sacred Heart Review.

## WM. CLUFF GROCERY COMPANY

In all of Alameda county there is not another firm that stands better with its customers than does the William Cluff Grocery Company. This firm, which employs about fifty men, including four salesmen, etc., all of whom reside in this city, has been very successful since opening its Alameda county branch, and the appreciation of the company's efforts has been shown by the grocery merchants of the county by giving additional business to this house. For years the merchants had tried to persuade a wholesale grocery house to come to Oakland so they could buy their goods as they needed them, and when the Cluff Grocery Company came they had their longing satisfied.

In 1905, some months previous to the disaster of 1906, the William Cluff Grocery Company of San Francisco established their new branch in Oakland, and in doing so they showed confidence in the prospects of our city, and their confidence was not misplaced, as their trade has grown to such an extent that they moved into larger quarters, and are now located in their own new concrete building, covering a space of 200 feet fronting on Webster street, between Third and Fourth streets. The building is with every modern improvement, so that their facilities are such that their customers can get the best and promptest service.

This firm certainly deserves the support of the storekeepers of this county for the reason, first, that they should all join hands and boost our city; secondly, this firm gets their goods direct in carload lots, delivered on their spur track, and are able to sell at lowest prices, and thereby save the buyer the expense and delay in ordering elsewhere; third, that previous to their starting on this side the retailer was compelled



### The William Cluff Grocery Co., Webster Street, Oakland.

to pay cartage in San Francisco, steamer, freight and express charges from steamer to store; whereas the William Cluff Grocery Company have made it possible for them to get their goods at no additional cost, thus saving to the storekeepers as a whole many thousands of dollars each year.

Mr. W. H. Brackett, the manager of this large establishment, is a mighty pleasing man to meet, and as a booster for Oakland is a second to none, and is a great advocate of the BUY AT HOME idea, and in an interview a few days ago, when speaking of the BUY AT HOME idea, he said: "I practice what I preach, and if everybody else would do the same, our city would certainly be far busier than at present."

The William Cluff Company extends a general invitation to the trade to visit their new store and see for themselves the magnitude of their enterprise.



## Sixty Millions in Track Betterments

By F. G. ATHEARN

Of the Southern Pacific Bureau of Economics.

From the rich canteloupe section and cotton belt of the Imperial Valley in the southernmost part of California, to the great wheat and lumber territory in the northern part of the state through the richest valleys in the state, over the highest mountains yet conquered by the railroad engineer; skirting 500 miles of the Pacific ocean, tapping the great citrus fruit center of the United States, and all this to serve the population of this country with California's products, and bringing into the state thousands of permanent settlers annually, is a brief word picture of what the Southern Pacific railroad is doing.

More than \$60,000,000 has been spent by the Southern Pacific Company in improvements in California since 1901. The company has spent annually for the last ten years more than \$500,000 in advertising California in the East and in Europe. Low colonist rates have been placed in effect twice each year, thirty days in the spring and thirty days in the fall, and through these special low rates the Southern Pacific has brought into California in the last ten years more than 680,000 persons. These colonist tickets are sold to California points only, are not sold to include a round trip, and California's wonderful increase in population during the last decade is ascribed in a large measure to these rates. Ten years ago the only question that bothered those who were anxious to increase the population of this state was how to get the people here. If they only could be induced to come for a few days it was felt that they would remain. The Southern Pacific answered the question with "Colonist" and "Homeseekers" rates. The people of California have done the rest. Once in California they were made to forget the East.

From twenty-three miles of railroad operated in California in 1860 to nearly 5000 miles operated in this state in 1911, is the brief statistical history of the growth of the Southern Pacific in this state in forty-five years. This article is not a history containing numerous figures, but a few figures showing the growth of California in a railroad sense will not be amiss at this point. In 1865, when less than fifty miles of road were being operated, the Southern Pacific owned but nine passenger coaches. Today this road is the possessor of 1958 of these cars and nearly 50,000 freight cars, all of the most modern construction. The story of the locomotives is the same. Twelve locomotives in 1865, the combined weight of which would about equal the weight of two of the 1821 owned and operated today.

The great cities of modern times are the joint products of the railroads and the people. It is commerce that builds cities and roads, tunnels mountains and makes famine an impossibility.

The railroad takes your surplus product and brings the money back. It brings the world and the market to your door. The railroads, by running their lines into the fruit sections, have made it possible for the California farmer or fruit grower to dispose of his products in markets that a few years ago were considered impossible. It has profited by it, to be sure, but if the grower and the railroads had not got together and agreed upon lines, rates, etc., California might be where it was forty years ago. More than 940,000 tons of California fruits were shipped by the Southern Pacific out of this state during the twelve months ending June 30, 1911. Would this have been possible if the farmer and the railroad hadn't co-operated, one offering to develop the land and the other agreeing to tap the section and transport the products? In and out of this state in the fiscal year ended last June, the Southern Pacific transported nearly 16,000,000 tons of freight.

## California's Wealth in Mineral Oil

There are many things in connection with the general oil industry to encourage the operators of California. First and foremost is the fact that the business of producing and marketing oil in this state is rapidly being placed upon a permanent and systematic basis. While much development is being done in the several California fields, and many wells are being brought to production by small companies which may never expect to reach great prominence, the logic of the situation is centralizing effort in a few of the bigger companies.

That is, the oil corporations that can command sufficient capital, at a time when it is hard to sell stock in promotion companies, to carry on development, build pipe lines and ample storage, and convey the product to the very doors of an ever-increasing market. The oil production of California for the year 1910 amounted to 76,000,000 barrels in round numbers, and it has been estimated by eminent geologists that this rate of production can be kept up for the next fifty years. It is very probable that when the official figures are in for 1911 it will be found that the 80,000,000-barrel mark has been passed.

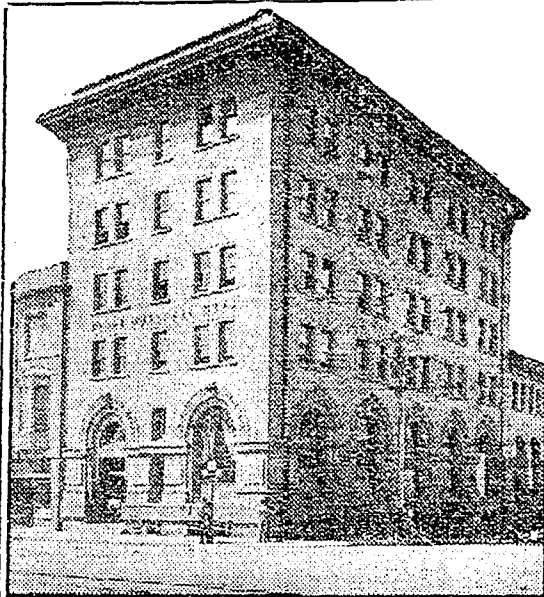
The fact that the plans of the Navy Department contemplate the equipment of new battleships with oil burners is manna to the souls of the California operators. It is believed that the government officials, at last impressed by the 40,000,000 barrels of oil above ground in this state, have decided that they are warranted in using oil as a fuel on Uncle Sam's sea-fighters. With this decision, the oil men of the state look for the assembling of a great fleet on the Pacific coast as soon as the Panama canal is opened to commerce.

Reverting to the possible competition of Mexican oil, it is not believed that it will ever cut any very considerable figure so far as California is concerned. Most of the Mexican oil is produced on the gulf coast, and its natural outlet to market is to the Atlantic coast and Europe. It is realized that there is practically no limit to the amount of oil that can be produced in the southern republic, but the decadence of the great fields of eastern America and Europe will leave a market sufficiently broad to consume all of the oil that can be produced in California.

### THE ETERNAL QUESTION.

"My wife made me what I am!"

"Have you forgiven her yet?"—Satire.



ESTABLISHED 1892.

## First National Bank of Berkeley, Cal. Berkeley Bank of Savings & Trust Co.

ASSOCIATED INSTITUTIONS.

Combined Resources ..... \$6,700,000.00

Your Berkeley business cordially invited on the basis of efficient service.

A. W. NAYLOR,  
President

WM. E. WOOLSEY,  
Vice-President.

F. L. NAYLOR, Cashier.

FRANK C. MORTIMER,  
Assistant Cashier.

W. S. WOOD,  
Assistant Cashier.

W. F. MORRISH,  
Assistant Cashier.

J. S. MILLS,  
Assistant Cashier.

## Boone's University School



One of the most valued of the educational and training schools for young men and boys on the Pacific Coast is Boone's University School, established many years ago, and is located at 2029 Durant Ave., in one of the most inviting residential sections of Berkeley, California, where there are no objectionable features but quiet attractions such as appeal to the manly boy.

Boone's University School is situated but a short distance from the railroads (both steam and electric) and postoffice and the California State University. Its location is convenient, therefore, not only for students while attending school but for parents who at any time wish to visit their sons.

It is a home school for boys, a specialty being made in the preparing of students for the entrance examinations to any American college, including West Point and Annapolis Naval Academy, for which the principal has had over thirty (30) years' experience.

A business course is provided for those who do not wish to enter college. The number is limited to seventy—thirty boarders and forty day pupils. By limiting the number, classes are arranged in smaller groups, which brings the teacher in closer personal contact with his student, and offers better opportunity to study.

### CONDITIONS OF ADMISSION.

While the schedule is arranged with reference to an Academic Course of Study, a limited number of pupils under fourteen years of age is taken, if their scholarship corresponds to about that of the last years of the grammar school. No student can enter who is not personally known to the principal, unless he furnish satisfactory recommendations.

The school is accredited to Stanford, the University of California, University of Pennsylvania, University of Michigan, and to Cornell University. That is, students who have completed its full course for any one of the departments of these universities—Classical, Literary, Scientific and Engineering—and having graduated from the school, may, upon the recommendation of the principal, be admitted to any of these universities without further examination.

Mr. Boone says: "Patrons occasionally inquire what sports and what kinds of exercise are offered to students for recreation. Probably the same as those furnished by most other schools where there is no gymnasium—namely, football, baseball, handball, tennis and hill tramps, for all of which ample facilities are furnished. Indeed, if these opportunities were not offered our long association with boys teaches us that the average student will voluntarily see that his physical recreation is not neglected; he will take it. It is his mental operation that gives us most concern and demands our more strenuous efforts.

"There will be no influence brought to bear on a pupil attending any particular church. This matter is left entirely to the discretion of parents. When a student enters the school, the parents are consulted, their preference made note of and the principal sees that their wishes are carried out."

### A KNOCKOUT.

Wife (complainingly)—You're not like Mr. Knagg. They've been married twenty years, and Mrs. Knagg says her husband is so tender.

Husband—Tender? Well, he ought to be, after being in hot water that long.—Zion's Herald.

## Fred L. Button

Prominent among the older practitioners at the local Bar stands Fred L. Button. He has resided in Oakland for nearly fifty years, and is a graduate of the University of California. He served as instructor in mathematics at the University, and then studied law in the office of Vrooman & Davis. In 1879 he was admitted to the bar.

He remained with that firm until 1881 and then established an office of his own, in which he has built up an extensive practice, consisting largely of general, civil and probate work. He was associated in the drafting of the city charter in 1888, being secretary of the Board of Freeholders. He has three times codified the city ordinances for publication, and has also revised for publication the standard law text book, Harlow on Sheriffs. In 1897 Mr. Button received the Republican nomination for City Attorney, and declined.

In November, 1899, he was appointed by the Board of Education to fill a vacancy in its membership, and in 1900 he was elected to succeed himself.

His long experience, ability, integrity and close attention to business have placed him in the front rank of local attorneys.

## Oakland's Exclusive Haberdasher

On February 19, 1910, less than one year ago, Mr. Lynne Stanley, believing that the men of Oakland would appreciate an exclusive haberdashery, opened up his Collar Shop at 1116 Broadway.

His friends tried to discourage him on the ground that it would be necessary to open up on a larger scale, and that a shop with an eight-foot front could not be made profitable.

A glance at the little shop today, with its attractive exterior and interior and its constant stream of pleased patrons, is ample proof of the correctness of Mr. Stanley's convictions.

The stock of merchandise carried is as full and complete as any of the larger stores and has a distinctness and class that cannot be equaled. Shirts and ties are pleasing in design to the best dressed of men, and the range in price can suit any purse.

A pleasing personality and courteous friendliness are among the most valuable of Mr. Stanley's assets and a host of satisfied customers will testify as to the high esteem in which he is held in the business community.

It is hard to believe that in so short a time one man could so firmly establish himself, but the reasons are very evident. Mr. Stanley has the taste to select a line of goods that have class and the ability to display them so as to attract his customers.

A call at the collar shop will be a revelation to the man who wants to be well dressed at a price within his reach.

## Charles Farnsworth

To those desiring business investments in Oakland and throughout the State, THE TRIBUNE takes pleasure in recommending Chas. Farnsworth, whose offices are at 208 and 209 First National Bank Building.

Mr. Farnsworth, while comparatively a new comer in our business community, has already proven that he is a live wire, and has been successful in negotiating many large deals. A noticeable feature of his business is that all his dealings have been handled to the entire satisfaction of all concerned, and all his clients speak of his business methods as being absolutely unquestionable; as a result his business has increased to such an extent that it has been necessary for him to employ three salesmen to take care of the volume of business that now comes to his office.

The future of Oakland has no stronger booster than Chas. Farnsworth, and he has already shown his confidence in our city by taking several long term leases on his own account. This line of business is one of his specialties, and parties having property to lease for building purposes will find here a man that can handle their business in a satisfactory manner.

The manufacturing industries of Oakland are in their infancy according to Mr. Farnsworth's prediction, and he looks for great things along this line in the future. Manufacturers and jobbers desiring additional capital in their enterprises, will do well to place their propositions in his hands, as he has been successful in interesting many thousands of dollars in this class of investments.

### GAVE HIM A JAR.

"Am I required to exchange wedding gifts in the department from which they were purchased?"

"Not at all," said the floor-walker.

"Thank you. I would like to exchange a rose-jar for a frying-pan."—Washington Herald.





## Watch Dog of the Municipal Treasury

(By GEORGE GROSS, City Auditor.)



HE duties of the auditor and assessor as defined in the new charter are more comprehensive than under the old and this fact as well as the growth of the city is well reflected in the increased volume of business handled through this office. Under the new instrument the auditor has to check practically every financial transaction passing through the hands of city officers, whether the cash involved be city money or a deposit held in trust. He must endorse on each contract his certificate that there remains in the funds of the city a balance sufficient to provide for the execution of said contract and thereafter protect such payment. He must keep a set of books in which shall be set forth every money transaction of the city, and must make an annual report showing the sources from which the city's revenue was derived and how expended.

### BIG BUSINESS.

Few people realize the volume of business passing through the auditor's office each month and it may not be amiss to give here a few figures showing in one or two instances, what the above general characterization means in its practical phase. Each month nearly 2000 demands are audited, each one being checked, posted in a demand register, a warrant drawn and proper entries made in a department book which details the cost of operating the various municipal departments. Of course the amount of money involved each month varies with the nature of the payments made, but as the pay roll total is fairly steady and of interest to most taxpayers, it may be worth stating that the November total for this type of claims was approximately \$90,000. Allowing for rainy weather lay-offs in the street and park departments, this basis will show an annual payroll of nearly \$1,000,000.

### ROUTINE OFFICE WORK.

In the assessor's office the routine of the work is very well established, various changes having been made from time to time, which today give Oakland a much more economical and at the same time a very satisfactory system in the handling of this work. We have in this department something of an innovation in a book which shows every transfer of real estate made since the city commenced making its own assessment, the block number being all that is needed to completely trace the ownership changes in any piece of land since 1907. Another feature worthy of mention is the installation of a set of loose-leaf block books made on tracing cloth from which, at little expense, blue prints are made from time to time to meet current needs, thus doing away with the unsatisfactory and expensive method formerly in vogue of drawing a set of new books each year.

### ANNEXATION SWELLS ASSESSMENT ROLL.

The annexation of 1909 added considerably to our work as we now make 61,127 assessments as against 40,482 before annexation. The number will constantly increase as subdivisions of large holdings are made and placed on the realty market.

The assessment value of property is unfortunately not a fixed quantity and as my figures simply reflect my ideas of property values, honest differences of opinion in this matter between the owner and myself may exist. I am always ready to discuss this feature of my work with taxpayers and if convinced that I am high (I never seem to be low) in the valuation of their property will gladly readjust my figures in coming assessments.

### A PIRATE.

Harduppe—Is Wigwag honest?

Borrowwell—Well, he came around to my house the other day and stole an umbrella I had borrowed from him.—Philadelphia Record.

## San Francisco's Building Record

The record of building contracts entered into in San Francisco for the year 1911 shows a total of \$24,634,954. This is an increase of nearly \$2,000,000 above the figures for the year 1910. Adding these figures to the previous record shows that since the fire there have been issued 36,400 building permits for a total of \$191,000,000. The total amount of building contracts entered into since the fire was \$197,315,874. The building operations for the past seventeen years are as follows: 1895, \$5,639,942; 1896, \$5,621,442; 1897, \$4,205,900; 1898, \$3,490,603; 1899, \$4,732,748; 1900, \$6,390,705; 1901, \$7,437,562; 1902, \$11,289,938; 1903, \$14,984,524; 1904, \$16,916,118; 1905, \$20,111,861; 1906, \$39,254,467; 1907, \$50,499,499; 1908, \$35,128,549; 1909, \$30,411,196; 1910, \$22,873,932; 1911, \$24,634,954.

### A WINNER.

"Boy, take these flowers to Miss Bertie Bohoo, room 12."

"My, sir, you're the fourth gentleman wot's sent her flowers today."

"What's that? What the deuce? W-who sent the others?"

"Oh, they didn't send any names. They all said, 'She'll know where they come from.'"

"Well, here, take my card, and tell her these are from the same one who sent the other three boxes."—Tit-Bits.

### FORESIGHT.

"Mr. Grimes," said the rector to the vestryman, "we had better take up the collection before the sermon this morning!"

"Indeed!"

"Yes; I'm going to preach on the subject of economy."—Stray Stories.

## P. C. Frederickson



In investigating business conditions in this city, we have discovered that much of the prosperity and success observable in nearly all commercial walks have been due to the character and standing of the men engaged in managing enterprises here. A case in point is that of P. C. Frederickson, one of the best-known coal and wood merchants in the State of California, whose place of business is located at the corner of Foothill Boulevard and King avenue.

For over twenty-one years Mr. Frederickson has been in the Coal and Wood business in his present location, and it is with pride that his old customers speak of their friend and their Coal and Wood man, as he is popularly known. For over thirty-five years he has lived in Fruitvale, where everybody knows him and speak of him as an estimable, capable and an honest man, making

him a mighty desirable man to do business with.

He is a member of several civic organizations and has done a great deal in the way of boosting and building up our city.

Mr. Frederickson contemplates building a very large warehouse in the near future in East Oakland, besides a spur track, and will distribute coal from his point direct to the consumer, reducing the cost of handling the fuel to a minimum and thereby saving a great deal of money for the consumer. Mr. Frederickson was unable to give the exact location at the time of going to press with the Annual, but as soon as the work is completed he will announce the location through the columns of THE TRIBUNE.

## American Biscuit Co.

Among the progressive business men of Oakland who are doing much for the general improvement of our city will be found Mr. J. C. McDermid, who is at the head of the East Bay Shore department of the American Biscuit Company, whose office and warehouses are located at 1475 Grove street, Oakland.

Mr. McDermid has for many years been connected with the American Biscuit Company and for the past five years has had charge of what is known as the Alameda county branch, comprising in addition to Alameda county, Contra Costa and a portion of the State north of the north Contra Costa boundary line.

The business under Mr. McDermid's management has grown not by leaps and bounds, but conservatively and steadily, and today is by no means a second in the race for supremacy in the Cookie, Cracker and Biscuit business. Recently Mr. McDermid took over the territory south of San Francisco, and from now on all of the American Biscuit Company's business in San Mateo and practically of the Santa Clara counties will be handled through the local agency, making Oakland the shipping point and giving this city the additional business prestige.

In the last few years the company's business has been doubled several times and it is hoped the firm under the guidance of Mr. McDermid will continue to grow in the future in the new territory in proportion as it has in the old in the past.

It is with a certain pride that the writer calls attention to the fact that Mr. McDermid is a native of Alameda county. Mr. McDermid is a member of the Woodmen of the World and the United Commercial Travelers. He has always been a consistent booster, and has demonstrated his confidence in Oakland by the investment he has made. A popular phrase he is often heard to use is this, "There is no safer place on earth to make investments," and thousands of people agree with him.

Cable Address: "Holcomb."  
Phones: Oakland 550;  
Home A3553.

HARRY L. HOLCOMB,  
Pres. and Mgr.

HOLCOMB  
REALTY CO.  
306 San Pablo Ave.

## Holcomb Realty Company

Investor of Capital

### LOANS

### RENTALS

### INSURANCE

### NOTARY PUBLIC

### COUNTRY LANDS

Member California State Realty Federation, California State Association Local Fire Ins. Agents, Oakland Chamber of Commerce, Oakland Real Estate Association, Oakland Board of Fire Underwriters.

306 SAN PABLO AVE. OAKLAND, CAL.  
(Next to the Bank of Commerce.)

## The Realty Union

We are glad to note that the operations of The Realty Union, of which we had the pleasure of making favorable comment a year ago, have been growing steadily, and that company is taking rank among our prominent and permanent local corporations.

While the offices of The Realty Union are in the First National Bank building in San Francisco, its properties are all in Alameda county, in the cities of Oakland or Berkeley. This company, which has been buying in the northern line of growth of Oakland, and back of the western waterfront, has acquired over 7000 feet of frontage all within the transportation limits and along the lines of local railway developments. The property of this company is all fully developed.

We are glad to note the success of The Realty Union, as this company should be helpful to all our local interests. By purchasing property and retiring it from the market it helps our realty firms; by receiving money for investment from throughout the state and investing it in Oakland it helps our merchants and financial institutions, and in later years, when it disposes of its properties to homeseekers, it will help to build up the population, upon which the income of our local railways depends.

While The Realty Union has shown a steady growth, its operations appear to have been most conservative, the best indication of its permanent success.

## John Tisch

Proprietor of Several of Oakland's Tonsorial Parlors.



Few people are more widely known in Oakland than John Tisch, the barber, who operates several of the most modern barber shops on the Pacific coast, and it may be truthfully said that but few people in this line of business have attained a success comparable to that of Mr. Tisch. He is personally known from the Atlantic to the Pacific as one of the most successful men in his line of business.

He is a quiet, unassuming man with a pleasing personality and attributes his success in the tonsorial parlor business entirely to the fact that with the progress of a city all of its industries and enterprises should grow, and so it is in his business. Mr. Tisch has done much in improving the appearance of our city in the establishing of several shops, all of which are of the most modern and sanitary type.

To the stranger in Oakland or to the old resident who may be looking for a thoroughly reliable shop let us suggest one of John Tisch's shops. They are the "Central Shops and Baths," located under the Central bank building, Fourteenth and Broadway; "The Mission Shop," 411 Fourteenth street, opposite the Athenian Club; "The Arcade Shop and Baths," 464 Eleventh street, in the Bacon building, the most handsome office building in the city. Mr. Tisch has at these places at the present time forty-two people on his payroll, most of whom are heads of families. Mr. Tisch's has just closed a lease for one of his shops for five years at a rental of \$24,000, and has just completed remodeling the Central shop with the latest sanitary plumbing and the most modern appliances of the tonsorial art.

## Want a Home in Beautiful East Piedmont, Where You Have a View That Will Last Forever?

LAMOS owns the ground and will build to suit you. It is a restricted district; only the finest homes allowed; small and large acreage at the right price; will trade your property for you and if in California, have some fine fruit ranches for sale.

## ASK for LAMOS

(Geo. W. Lamos)

New Number 1520, Old 1262 Broadway,  
OAKLAND



## Concrete is Much Tougher Than Rock

Concrete buildings are permanent to an extent never before realized by California architects. Office buildings have a life of twenty, thirty, forty years, as the case may be, and then, if they are built of brick or stone or terra-cotta, they fall into the wrecker's hands, and are removed with little difficulty but much dust, to let other and greater buildings rise in their stead.

But with concrete buildings, say the Construction News, the case is different. To induce the concrete to release its hold on the reinforcing rods of steel is no easy matter. The steel rods are wound in and out of the mass, crossing and recrossing and lapping over each other until thoroughly tangled, like the hairs in my lady's coiffure, and much harder to separate.

The use of modern reinforced concrete for building construction, now so common in Los Angeles, goes back hardly twenty years, and there are few buildings of the most approved type that are ten years old. For this reason knowledge of the lasting qualities of cement cannot be said to be complete, but from what is known it is believed that the ordinary house of brick or stone is at the peak of its efficiency the moment it is completed. From that time it begins to deteriorate.

The peak of efficiency in the case of a concrete house has not yet been determined. As concrete gets older, it becomes harder and more durable, that is, of course, if the concrete is properly made.

The usual means of wrecking a house have not the slightest effect on concrete. The sledge-hammer, the drill and dynamite must be used.

Acids might be used to disintegrate the concrete, but the expense would be enormous.

The only thing to do is to loosen the material with explosives and then break it free from the steel reinforcement with sledge-hammers.

## San Diego's Plans For Its Exposition

Of all the great world's fairs and international expositions, the Panama-California Exposition, to be held the entire year 1915 at San Diego, is to be original and unique. It will open its doors January 1, 1915, and will remain open until midnight of December 31, 1915, the climatic conditions here making this one of the few places in the world where this can be done.

This exposition will specialize in its exhibits. Four features have been selected for exploitation, reclamation, irrigation, conservation and colonization. The country to be represented, the huge southwestern portion of the United States, the northwestern portion of Mexico and the Pacific Coast of North and South America are in their infancy in commercial development. More potential markets are in these territories than in any other in the world.

The Panama-California Exposition will contain entertaining and unique exhibits of archeology and ethnology. There will be a lack of glittering generalities in the different buildings of this exposition and a wealth of the new and up-to-date products of human ingenuity never before seen at a great exposition. Individuals of every Indian tribe in North and South America will be brought here.

A superlatively attractive feature of this exposition will be the horticultural display to be made in the open air. Millions of plants and vines and flowers of all descriptions will be used for decorative effects. The huge park in which the fair will be built is to be ornamented by the use of parterres of flowers, an infinite variety of color effect being used. The preliminary landscape work and the immense labor of propagating these plants is already well under way.

Alameda owns its own electric light plant, a handsome profit earner and a model plant in every way.

Alameda is to build this year a \$15,000 municipal wharf for municipal and general public use.

The Alameda public library has a unique attraction in the way of a men's smoking room.

A lot in Alameda is as safe investment as a government bond and will earn larger profits.

Alameda's new cross-line electric trains carry passengers to the very heart of the Oakland retail district in less than ten minutes.

Like to row, like to sail, like to swim, like to hunt? Alameda has rowing clubs, yachting clubs, swimming clubs, shooting clubs.

Alameda has a live Chamber of Commerce and four improvement clubs. The Chamber of Commerce is spending \$3000 this year in advertising the city.

There has never been a single scandal in Alameda's city government. The citizens elect good men to office, then demand good government.

Alameda's sandy loam makes gardening a pleasure and insures success, even for the least experienced of gardening tyros.

Alameda possesses one of the crack companies of guardsmen making up the Fifth regiment, N. G. C. The members are young men of good family and steady habits.

The social life of Alameda is one of the chief charms of existence in the island city. There is always something stirring to keep alive the social interest and entertain those who like society.

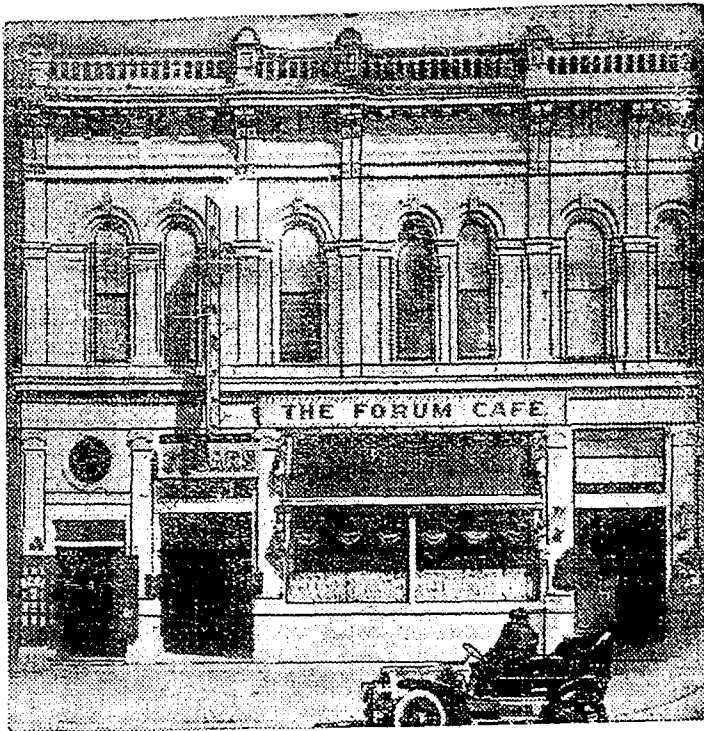
Alameda churches are progressive and modern. They have kindergartens, gymnasiums, baseball teams, handball teams, and plenty of other physical attractions for both the young and their elders.

The Alameda County Driving Club owns a five-mile track on the Alameda marsh. Its springy trackway is easy on horses' feet and the club members are square sportsmen and good horse handlers.

The leading Alameda women's club owns a handsome, modern building, especially constructed for the club's numerous activities. There are a dozen flourishing women's clubs in the city.

The Alameda Elks own a \$6000 clubhouse; the Pythians, Odd Fellows and Free Masons own handsome properties, and the Eagles and the Moose are to build similar homes this year.

The Southern Pacific spent over \$3,000,000 in Alameda improving the local train service. There may be other services of the kind as good in America, but there are none better.



## THE FORUM CAFE

**GUSTAV MANN**  
Manager

To give an account of Oakland and her various business industries without some mention of Oakland's premier cafe, "The Forum," would be omitting one of the most important adjuncts of the social and business life of this city.

It is conceded to be one of the handsomest in America, an institution of the city in which centers the social, business and political activities. It is magnificently appointed for such purposes and figures as the setting for dinners, luncheons and other functions which are a feature of Oakland life. It is in the evening that it presents a fascination with its gay throngs of diners, which continues until the last of those who linger at the after-theater suppers take up their departure.

## A. Vander Naillen School of Practical Engineering.



Among the opportunities of Greater Oakland is the well-known A. Vander Naillen School of Engineering, located at Fifty-first and Telegraph avenue. Founded in 1864 in Pittsburgh, Pa., by A. Vander Naillen, it met with immediate success and three years later, desiring a larger field, the school was moved to Chicago, where it was widely known, and here it grew rapidly. The big fire of 1871 destroyed the school in its entirety and the founder, seeing the possibilities of the great West, came to San Francisco, where he again established himself. Here the school flourished until the great fire of 1906 again destroyed it. Since then Oakland has been its home, where it has, and is, continually fitting men for the positions of Civil, Electrical, Mining, Mechanical, Structural and Hydraulic Engineers. Its large list of graduates occupying positions of importance in engineering, architecture, surveying, assaying, cyaniding, etc., attest the value of this institution as a means of fitting men for all branches of engineering. The school is thoroughly equipped with modern machinery, thereby giving the student the practical training and through its method of individual instruction can give a complete course in one year. Its graduates number some 20,000, among whom are engineers of world-wide fame, and its assayers and surveyors are to be found in every county in this and adjacent States.

Since the late reorganization of the school Professor A. Vander Naillen, the founder of the institution, has become its consulting president. He is widely known as an author and scientist, and it is to him that the honor belongs of having introduced wireless telegraphy into the United States. The school is under the direct supervision of E. L. Vander Naillen, who is one of the most practical and well-known civil engineers on this Coast.

## The Optimo Cafe

There are many things that contribute to the reputation of any community and one of the principal items is the accommodations afforded by the restaurants and hotels. Among our restaurants, prominent mention must be made of the Optimo Cafe at 460 Ninth street. This place has been established five years and it has come to be known as one of the best places in the city to eat. Only the best foods that can be obtained in any market are served in the most dainty manner and cooked in the most appetizing style.

This cafe has a seating capacity of 170, consisting of a large and handsome main dining room and a number of cozy private family dining rooms.

Mr. John Mitrovich, the head of this business, is an old-time restaurant man who has catered to the wants of the Oakland people for the last seventeen years, and the popular manner in which he is conducting the Optimo Cafe leaves no doubt that he is one of the best and most experienced restaurant men on the Pacific Coast.

### NOT THE SAME.

"Queen Mary," said the teacher to the class in the history lesson, "loved France so much that she declared the word Calais would be found written on her heart after she was dead."

"Pausing a moment the teacher looked at a boy steadily.

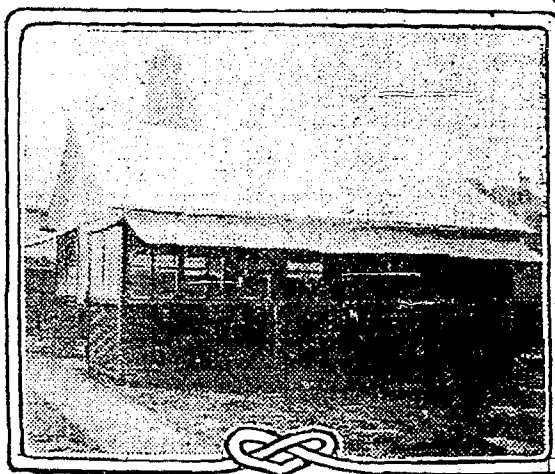
"Jimmy Smith," she said, "you were not listening."

"Oh, yes, I was," Jimmy replied.

"Well, what did Queen Mary say would be found written across her heart?"

"Kelly," was Jimmy's triumphant reply.—Tit-Bits.

## The White-Wallace Company



Hundreds of people who were sick and delicate a few years ago are today thanking the White-Wallace Company, whose place of business is located at 1252 Webster street, Oakland, for being well and strong.

Don't get the wrong idea now, for the White-Wallace Company is not a medical concern. They make tents, awnings, portable houses, etc. These portable houses are the health-makers. In fact, people who have never had any tubercular trouble in many cases, prefer this sort of a fresh air home to the most fashionable hotel life. It goes without saying that fresh air is the making of healthy bodies for men and women. The White-Wallace Company must have known this to be true, for since they started in business a few years ago their business has grown by leaps and bounds.

In far-off Manila, in Mexico, in Canada and, in fact, from everywhere, this firm is receiving orders for the tent-houses. These houses have many improvements over those manufactured in the past.

While they are designed as a portable house, they are really a home to satisfy the most fastidious. The frames of these house-tents are made of select surfaced Oregon pine, built in sections and held together by means of bolts and screws, making it possible to put together and take apart easily.

The walls are 6 feet 8 inches high. The lower 3 feet of wall of rustic extends from floor on all sides, and is so arranged as to preclude all possibility of dampness or water entering the house.

A space between 3-foot wall and eave on sides is covered with galvanized screen, No. 12-28—9 feet along ridge extending 9 inches down on each side, also covered with galvanized screen, making a perfect ventilation. The high-grade flooring is matched tongue and groove Oregon pine.

Panel doors and screened windows are provided for each room, the inner window sash covered with galvanized wire screen, the outer with canvas, and can be raised or lowered to serve as awning. The body of the tent can be white, blue, brown or plain stripe canvas. The fly or outer roof, which extends one foot over tent on sides and ends, is made of especially prepared white waterproof canvas. Rooms are divided by canvas partition and panel doors. These tent-houses are waterproof, and can be fitted with electric lights, telephones, water, etc., thereby making a most comfortable home for those in search of health or pleasure.

The White-Wallace Company also manufacture tents, camp furniture, awnings, canvas bags of all descriptions, sails for ships and yachts, hammocks, wagon and buggy top covers, flags, etc., etc.

They are the largest manufacturers of goods of this nature in this part of the State and wherever you go you see the name of White-Wallace on good tents. Mr. White says the reason the business has grown so fast is because he has always charged reasonable prices for the goods he has manufactured. A look at the catalogue prices convinced the writer that Mr. White was speaking the truth. The picture shown herewith is of one of their new fresh air cottages that there is so much talk about. One of these house-tents is on exhibition at tuberculosis society's rooms on Eighteenth street.

### A TONGUE TWISTER.

Sir Robert (as sudden scurry is heard)—What was that?

Nervous Loader—O-only a robert, Sir Rabbit!—Punch.

### AT THIS SEASON.

"What is this price of peace they talk so much about?"

"Just now it is a set of furs."—Louisville Courier-Journal.



## Orange Growing in California

According to a census bulletin, the orange crop of California made a gain of 145.4 per cent during the decade between 1899 and 1909, increasing from 5,882,000 boxes in 1899 to 14,436,000 boxes in 1909. During the same period of time the number of trees of bearing age increased from 5,649,000 to 6,616,000, or 17.1 per cent. There were also in 1910, 2,093,000 trees of non-bearing age. In 1909 the average product per tree was 2.2 boxes. With respect to quantity of fruit, San Bernardino county rose from third rank in 1899 to first in 1909. In 1899 Los Angeles county ranked first, and Riverside second.

The value of the oranges produced in 1909 was \$12,952,000, an average of \$0.90 per box.

The California lemon crop increased from 874,000 boxes in 1899 to 2,716,000 boxes in 1909, a gain of 1,842,000 boxes, or 210.7 per cent, although for the same period the reported number of trees of bearing age decreased from 1,493,000 to 927,000, or 38 per cent. The number of trees of non-bearing age in 1910 was 377,000. The number of boxes per tree in 1909 was 2.9; in 1899 it was just under three-fifths of one box. The value in 1909 was \$2,926,000, or \$1.08 per box.

The production of oranges in Florida increased from 273,000 boxes in 1899 to 4,853,000 boxes in 1909, a 16-fold gain. The number of trees of bearing age was 2,533,000 in 1909, and 2,751,000 in 1910, an increase of 7.8 per cent. The number of trees of non-bearing age in 1910 was 1,098,000. The value in 1909 was \$4,305,000 or \$1.11 per box.

The Florida lemon crop increased from 2359 boxes in 1899 to 12,367 boxes in 1909, a gain of 10,008 boxes, a four-fold gain. The number of trees of bearing age reported decreased from 22,691 in 1900 to 11,740 in 1910, or almost one-half. The number of trees of non-bearing age in 1910 was 7329. The value of the lemon crop in 1909 was \$13,753.

Statement showing number of orange and lemon trees of bearing and non-bearing age on farms, April 15, 1910, and number of boxes of oranges and lemons produced in 1909, together with the value thereof—1910:

Oranges	California.	Florida.
Number of trees of bearing age, November 15, 1910	6,615,929	2,751,118
Number of trees of non-bearing age November 15, 1910	2,093,101	1,097,896
Number of boxes produced, 1909	14,436,424	4,852,967
Value, 1909	\$12,952,291	\$4,304,987
Lemons.	California.	Florida.
Number of trees of bearing age November 15, 1910	927,130	11,740
Number of trees of non-bearing age, November 15, 1910	376,859	7,329
Number of boxes produced, 1909	2,715,974	12,367
Value, 1909	\$2,925,759	\$13,753

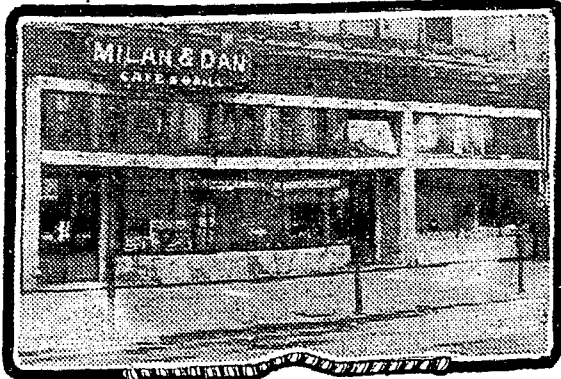
## California Restaurant

Oakland is a metropolitan city where the residents have at hand the choicest products of field, garden, orchard and vineyard, and it is expected that caterers to hunger and the tickling of the palate will flourish. Oakland of all places is most generously supplied with both the food and the cafes, and she is noted for the excellence of her restaurants and the reasonable prices at which the finest menus procurable are furnished.

Prominent among Oakland's institutions of this kind is the California Restaurant. The proprietors, Mr. J. Crchum and Mr. C. Millsich, selected a central location at 469 Eleventh street, but a short distance from Broadway, and there they put to work artists with instructions to do their utmost to please the eye and intensify convenience and comfort. This done, a corps of competent, attentive and courteous waiters was employed and the wine cellars and larder were stocked with wines and edibles which, in point of excellence and range of variety, will compare with that of the best in any city. There is a seating capacity of 150. It is twenty years since the California Restaurant was thrown open to patrons and there has not been a moment since that it has not been one of Oakland's attractions. It has grown with Oakland and improved with it.

The proprietors of the California Restaurant make a specialty of banquets for wedding parties, and it is at this popular cafe that many events of this kind take place. Private dining-rooms have been provided for this special banquet service. They also make a specialty of doing catering work of the most delicate nature.

## Milan & Dan Cafe

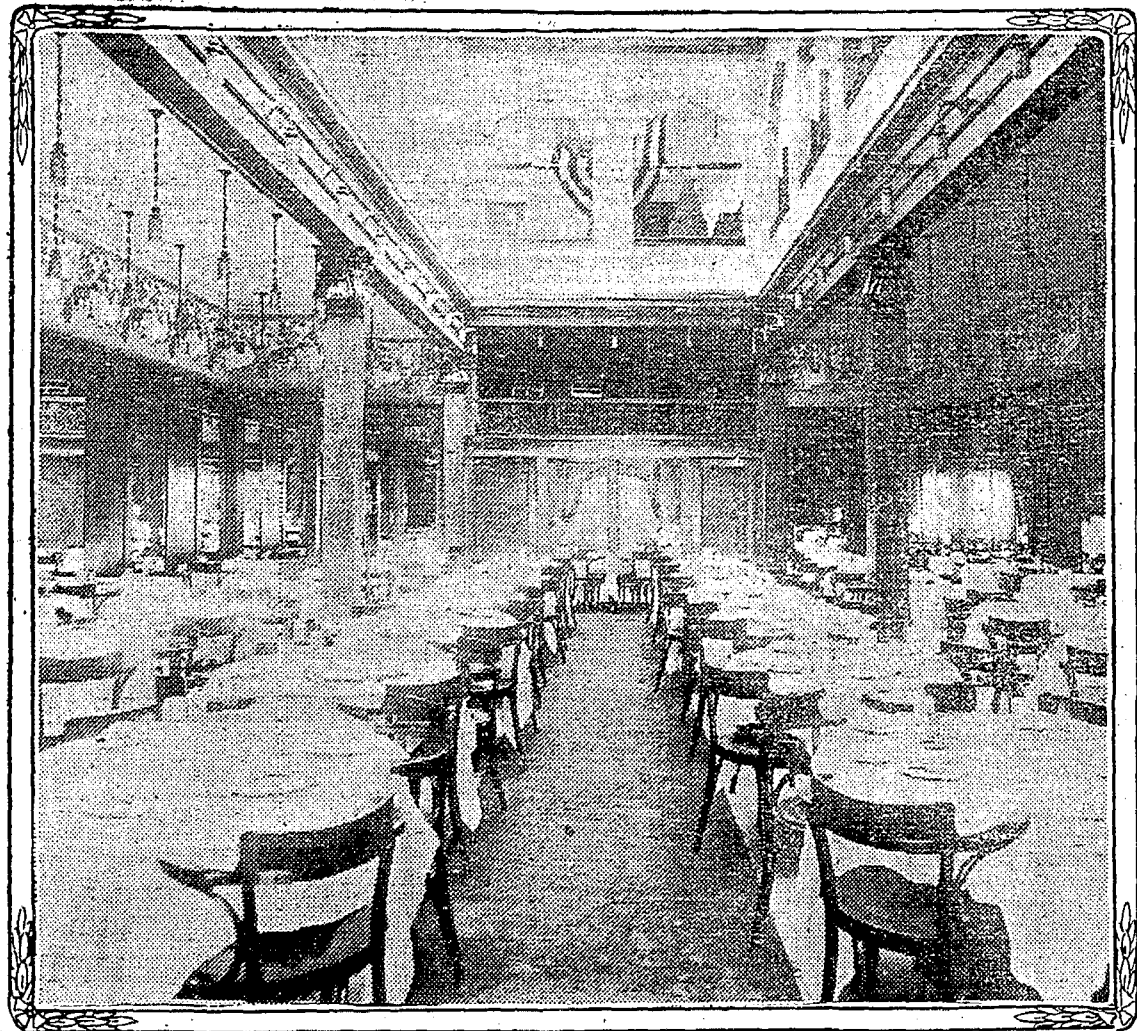


That they have the most up-to-date dining-room in the city is the proud boast of Milan & Dan, whose cafe is located at 455 and 457 Ninth street, near Broadway. It is here that the Bohemian crowd get together for their lunches and dinners and where they can enjoy a late supper. Besides a large general dining-room there are several private dining-rooms where one may have all the privacy of the home. This cafe has recently been completely overhauled and is now in spick and span shape.

### HEARTFELT.

The Kid (after his first cigar)—Gee! I wish Wicker-sham had killed dat terbacker trust!—Puck.

## ONE OF THE MOST COMPLETE CAFES ON THE COAST IS LOCATED IN OAKLAND.

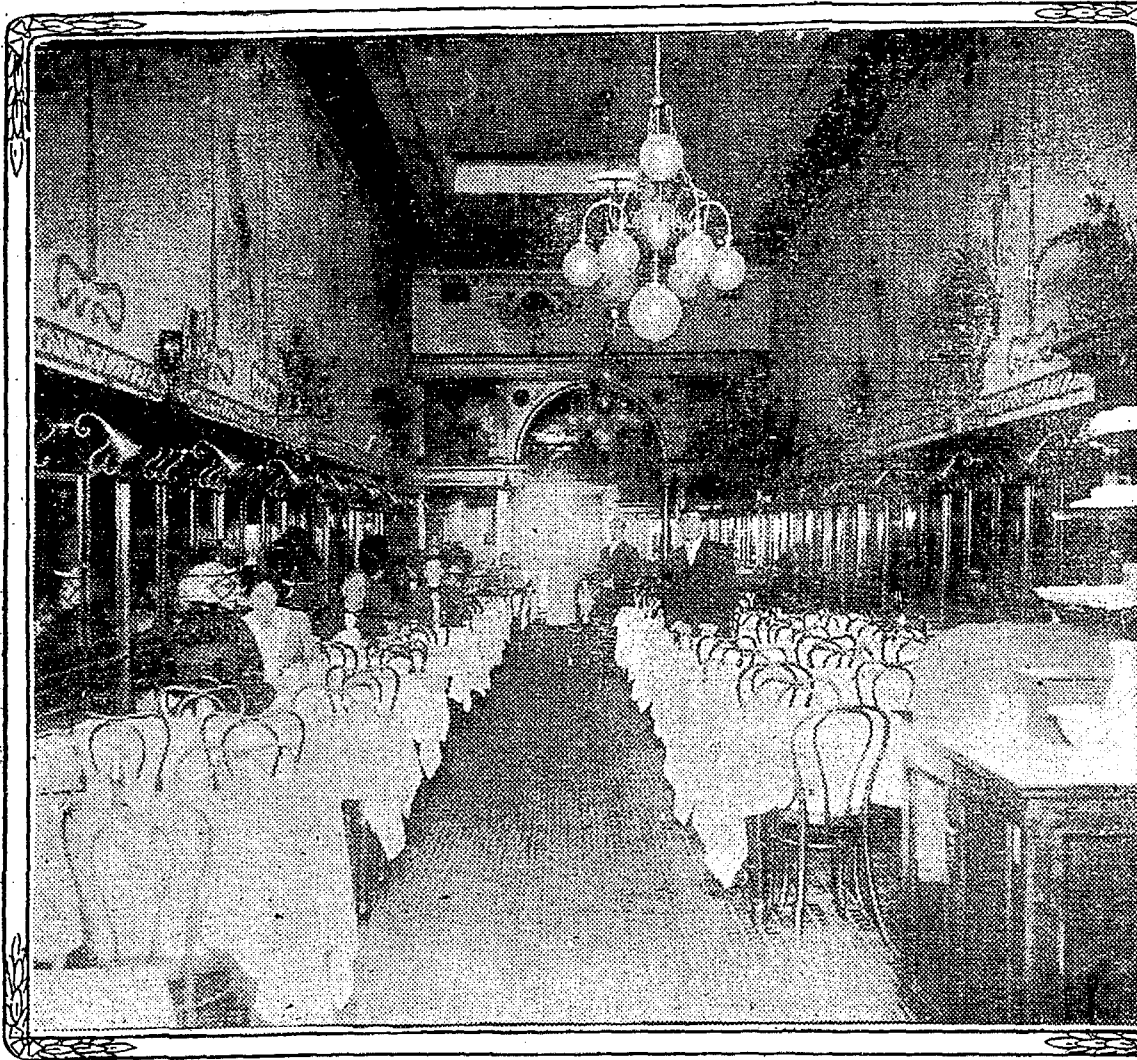


Handsome interior of Oakland's most popular cafe, The Saddle Rock.

Among the noteworthy features connected with the Saddle Rock Cafe are the frequent mercantile dinners and luncheons that are given there, and it is undoubtedly due to the influence exercised in the exchange of ideas over the dinner table that has wrought such a spirit of harmony among those who have the influence to promote public interest.

Its central location on Thirteenth street near Broadway makes it convenient of access from all parts of the city. While retaining all the atmosphere of the Bohemian it is conducted on the highest plane and in point of service it has no superiors on the Pacific Coast. Mr. P. Kisich is the proprietor.

## ONE OF CALIFORNIA'S FINEST RESTAURANTS.



Interior View of the Ruediger, Loesch & Zinkand Cafe.

It may be truthfully stated that to a large extent the social, business and political life of Oakland centers, during many hours of the day, in the handsome and comfortable establishment of Ruediger, Loesch & Zinkand at 1009 Broadway.

In connection with the restaurant is a first-class

bakery, which turns out the best pies, cakes and fancy pastry in Oakland. The reputation of this branch of their business has made the name of Ruediger, Loesch & Zinkand a household one. People will pass by other places and go blocks out of their way to purchase at very reasonable prices the bread, pies and cakes they sell.



## Cutting the Backbone of the Continent

### Progress of Operations on the Panama Canal

No mere words can answer the question, What is the Panama canal? Only figures in coldest, plainest array can give this answer. To dig the Panama canal means to cut the backbone of the American continent through a great link of the chain of mountains that form its backbone almost from the highest point of the central mountains to sea level so that a ship shall pass through this titanic ditch from ocean to ocean. The purpose is to allow the vessel by going through the cut, fifty miles, to avoid sailing around the South American continent, thousands of miles and doubling the stormy Cape Horn.

As the American continent runs generally from north to south, it is a popular error to suppose that the isthmus runs in the same general direction. As a matter of fact, from Colon on the Atlantic side to Panama on the Pacific, the isthmus runs almost directly east and west, and therefore the canal lies almost directly north and south.

From deep water on the Atlantic side to deep water on the Pacific side, where ships may come and from which they may go on their own steam without interruption, is a distance of fifty and one-half miles. The length of the canal measured on the land or from shore to shore is forty and a half miles. The maximum width at the bottom is 1000 feet and the minimum 300. This narrowest point in the canal covers nine miles of its length through the great Culebra cut.

#### CONQUEST OF GRADES.

The "Battle of the Levels" is familiar to many readers of the American newspapers. The contention was as to whether a sea-level canal or one operated by locks should be undertaken. The government engineers were generally in favor of the lock system, and that was finally decided upon. There will be twelve pairs of these locks. The usable length of each will be 1000 feet, and the usable width 110 feet. To supply these locks with water, a great dam has been constructed to impound the storm water of the Chagres river, with the added purpose of preventing the floods in times of torrential rains from destroying the whole works of the canal. This Gatun lake will cover an area wide, to control the great inland sea formed by the dam, will be a channel from forty-five to eighty-five feet wide, to control the great inland sea formed by the lake.

On the other side of the lake, going down to the Pacific ocean, will be other locks similar to those on the Atlantic side. The total excavation to be made in creating the cut from deep water to deep water is 174,666,594 cubic yards. The French in their undertaking cut out 78,146,960 cubic yards of earth, dry or wet. To hold the works in place calls for the use of 5,000,000 cubic yards of concrete work. When the canal shall be opened it will make it possible for a ship measuring 1000 feet in length and drawing forty feet of water to pass through from ocean to ocean in from ten to twelve hours. This great vessel will pass through the twelve pairs of locks in three hours.

The Gatun dam as actually constructed is 7500 feet long, 2100 wide at the base, 398 at the surface of the water, eighty-five to 100 at the crest of the wall, and it rises to 115 feet above the level of the sea. It contains 21,145,931 cubic yards of material, and on January 1, 1911, it was almost 60 per cent completed. It impounds a lake of 164 square miles in area. Think what that means. Imagine a square laid out on the surface of Los Angeles county thirteen miles long, or almost as far as from the city to the beach, and as far as from the Hollywood mountains nearly to Whittier the other way, and you have the area of the Gatun lake. It covers a surface of much over 104,000 acres, and it is forty-five to more than eighty-five feet deep. To supply the locks going up on each side from tide-water to the lake, this impounded water will raise and lower ships during all the weeks of the dry season, and yet this water will be lowered not more than five feet over the whole surface of the lake. These five feet of water covering the surface of the Gatun lake will fill the locks all through this dry season often enough to raise and lower eighty-five great ships 1000 feet long and drawing forty feet of water to the number of three or four times those that pass daily through the Suez canal. On the contrary, when the rains descend from over 1320 square miles of mountain territory through twenty-six tributaries to the Chagres river at the rate of six inches a day, raising the main stream more than twenty-five feet in twenty-four hours, the spillway will run that torrent to the sea without detriment to any part of the gigantic work. This may mean the discharging of 90,000 cubic feet of the torrent in every second of one day after another for possibly nearly a week.

That is what the American engineers and their great army corps of soldiers of industry had set before them on that fourth day of May, 1904, as their greatest task. Side by side was the removal of nearly 175,000,000 cubic feet of matter solid or semi-solid in order to cut the great ditch from deep water to deep water.

### OPPORTUNITIES HERE FOR DEVELOPMENT

It is only in the last decade that capitalists have realized fully the opportunities existing in California, and the great development that has taken place during this period and which is now in progress, in evidence that the great financial interests of the country are now fully awake to the great resources and wonderful opportunities offered in the Golden State.

While gold is still mined to some extent, the great resources of this State in the future will be agricultural and industrial. At the present time there is appropriated, underwritten and available for use in various enterprises in California, a sum of money probably in excess of \$200,000,000; and it is doubtful if there is any other corresponding territory in the world where so large an amount of money is being spent in profitable enterprise and development.

It is possible to enumerate only a few of the more important enterprises in an article of this kind.

That which will attract the most attention from the world's standpoint is the Panama-Pacific International Exposition to be held in San Francisco. Approximately \$20,000,000 has already been raised, and this is far greater than any other exposition has heretofore had

to begin with. This money is to be expended in building an exposition, in securing the participation of States and foreign governments, and in a publicity campaign which will bring the people to the exposition in 1915.

Next in importance of public expenditures is the \$18,000,000 appropriated by the State and the \$10,000,000 or more appropriated by the various counties for the building and maintaining of permanent highways throughout the State. Already the principal roads of the State are as good as the average elsewhere; but with the expenditure of these vast sums of money, California will probably become the most attractive State in the Union from the standpoint of good roads, and inasmuch as these will be open both summer and winter on account of the congenial climate, it is safe to presume that the motorists of the entire world will sooner or later visit and enjoy them.

### Dr. H. B. Mehrmann Public Administrator.

The present public administrator needs no introduction to the citizens of this city, for the fact that he has been honorably identified in the practice of medicine in Oakland for the past twenty-seven years. Graduating from the California Medical College with honors in 1885, he took up the practice of his profession in this city at that time. He has always taken an active part in the politics of the county and in 1898 was elected county coroner, in which office he served with credit to the public and himself for eight years. In September, 1909, he was appointed by the Board of Supervisors to the office of public administrator, and was re-elected to succeed himself at the last election. Dr. Mehrmann is conducting his office along strict business lines and has introduced many improvements in the method of conducting the business of this office. His work is meeting the approval of the critical public and this speaks volumes for his conducting of the office.

### Oakland Baseball Association

Among the organizations which have helped to bring the name of Oakland to the attention of the people throughout the United States is the Oakland Baseball Club of the Pacific Coast League.

Our ball games are played in Freeman's Park on San Pablo avenue, between Fifty-ninth and Sixty-first streets, and may be reached by the San Pablo avenue car line or transfer from any other line in Oakland, Alameda or Berkeley. The grandstand and the bleachers have been constructed with a view of the comfort of the spectators and nothing has been left undone that tends to the enjoyment of the game. The Oakland Club is a member of the Pacific Coast League which has been known throughout the country not only for its high-class play, but also because it has developed much material that has graduated from our circuit into the major leagues. The home team is owned by the Oakland Association, which has at the head of it many of our foremost citizens. The president of the association is Mr. E. N. Walter.

# ONE HUNDRED MILES OF SCENIC SPLendor WESTERN PACIFIC

## FEATHER RIVER ROUTE

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BETWEEN OAKLAND, SAN FRANCISCO, KANSAS CITY, ST. LOUIS, CHICAGO VIA SALT LAKE CITY, DENVER  
PUEBLO AND OMAHA

STANDARD AND TOURIST SLEEPERS. ELECTRIC LIGHTS. STEAM HEAT. OBSERVATION CARS.  
UNION DEPOTS.

## WESTERN PACIFIC-RIO GRANDE A WORLD'S WONDERWAY

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## Building a Great Municipal Waterworks

The Los Angeles aqueduct, upon completion, will be the longest aqueduct in the world. The total length of the system from the intake in the Owens Valley to the outlet in the San Fernando Valley is 240 miles. It is designed to carry the snow waters of the Sierra Nevada across the Mojave Desert, beneath the Sierra Madre and into the city of Los Angeles. The project includes the building of six great reservoirs, four of which are now under construction. It will carry about ten times as much water as all the aqueducts of Rome combined.

The cost is computed at \$24,500,000, which includes the purchase of all water-bearing lands, water rights, rights of way and preliminary engineering. This amount, however, does not include the cost of power development and power distribution.

The great watercourse is constructed entirely of steel and concrete. Nearly one-fifth of the total distance is composed of tunnels, lined with concrete. The outlet beneath the Sierra Madres is 26,870 feet in length and is the second longest water tunnel in the United States. It was excavated by boring simultaneously from both sides of the mountain in 29,760 hours, or 1240 twenty-four-hour working days, at a total cost of \$1,208,340.

More than 3,000,000 pounds of black powder, dynamite and other high explosives have been used in blasting the path of the waters.

Approximately 1,250,000 barrels of cement will be required for lining the aqueduct. Of this quantity, 900,000 barrels have already gone into the work.

Where canyons and deep valleys intercept the line, the water will be carried across them by means of inverted steel siphons, or steel pipes from 9 to 11 feet in diameter. The aggregate weight of the steel in these siphons is more than 14,000 tons. The work of manufacture is being done in eastern steel foundries. Loaded 40,000 pounds to the car, it requires 700 cars, or 35 trains of 20 cars each, to transport the material across the continent.

An army of 3700 men is employed. The average rate of pay, including engineers and executive officers, amounts to \$2.67 per day.

The work is now being carried on at forty-five different points.

Over 1350 head of stock, of which 650 are owned by the city, are employed in the hauling of materials. Feeding and caring for these animals alone costs the city \$1215 per day.

## Miss Graham's Riding Academy



To the out-of-doors girl of the East, the city of Oakland has many charms. But especially is this so to the young man or woman who is devoted to horseback riding, etc. For in the suburbs of Oakland there are the most beautiful and inspiring rides that one can imagine; through the hills and canyons, etc., so that it is little wonder that so many people take to horseback riding.

As an advocate of horseback riding and out-of-door sports for men and women, I question if there is another girl more popular than Miss Beatrice L. Graham, whose large Riding Academy and stables are located at 1368 Broadway next to the City Hall Annex. During the past five years that she has had her Riding School she has built up a very good business of large proportions, catering to the better classes of people, and she has a just claim to this business, as she has perhaps the largest number of the best riding and driving horses that could possibly be found in a single stable on the Coast.

Miss Graham's school is the largest, best equipped for driving and the most generally patronized boarding and livery stable in Oakland. She has stables for about fifty horses, and with a very natty line of rigs it is but natural that she should receive the recognition that she does. Her reputation as a teacher, trainer and horseback rider outshines by far most of the men who are in this line of business, having appeared on horseback on several of the theater stages in plays where great skill had to be shown because of the extreme nervousness of a horse at such a time.

Associated with Miss Graham is her father, who is also an expert English horseman and coach, he having had charge of all of the big horse shows in the West for many years.

Miss Graham is enthusiastic about the future of Oakland and plans many improvements to her already famous school. In speaking of the city the substance of one of her remarks was: "If the men and women of our own city could only realize what beautiful rides can be taken on the outskirts of our city, they would afterwards become perpetual boosters for Oakland, for no other city on the Coast has so many beautiful features. And all that it needs is a horseback ride to find them."

## Horse and Mule Supply Is Serious

Consular reports represent that the question of the supply of horses and mules for India, both for government and private use, is becoming a serious one. Formerly horses for hack and army purposes were supplied by Australia, and to some extent the present supplies are drawn from that country, but the prices have become so high that the government and individuals are turning their attention to other countries to meet the emergency.

A great many horses were supplied by Australia for use in the Boer War, and when the war was over there was a large number of horses thrown on the market. Within the last five years, however, the supply has not equaled the demand and prices have been steadily going upward. For a sound ordinary hack \$250 is asked in the Calcutta market and for anything out of the ordinary \$350 or \$400 is considered a reasonable figure. Owing to the great difficulties that the British army is experiencing every year in breeding its own horses, it has been compelled to keep up the supply from outside sources.

The general needs of India are to be considered as permanent, and at the present time the supply is not sufficient to meet the demand. Even in the matter of thoroughbreds for racing purposes India is no longer able to depend on Australia, as she has done for years, for the reason that thoroughbreds are more valuable

## Dibert & Stiefvater

Not only is our bench and bar recognized at home as one of the ablest in the country, but all acquainted with the legal communities admit that our attorneys rank among the highest in the country. Our attorneys have made their impression on the history of our city, and many of our most prominent citizens have come from the legal ranks. Prominent among our local lawyers is the firm of Dibert and Stiefvater, who have their well-equipped offices in the Bacon building. The firm is composed of A. P. Stiefvater and Jesse L. Dibert. Both of these gentlemen are classed among our able attorneys and have always worked in the interests of Greater Oakland. Mr. Stiefvater is one of our former councilmen and has made a record for himself in a public capacity that any gentleman might be proud of. He has shown himself to be a fearless public official who has acted always for the best interests of his constituents without personal feeling or prejudice. Both of the members of the firm are classed among our most public spirited citizens, who are always to be found in the vanguard of our commercial progress.

there than they are in India owing to the richer purses offered by racing clubs there.

Being shut out by high prices from England and Australia, dealers in horses have turned their attention to Argentina, where an almost unlimited supply is to be had at reasonable prices.

### WHERE IT BEGAN.

Eve—See here, Adam! I've been the making of you! Some women would have taken every rib you had."—Puck.

## VALUE AND VOLUME

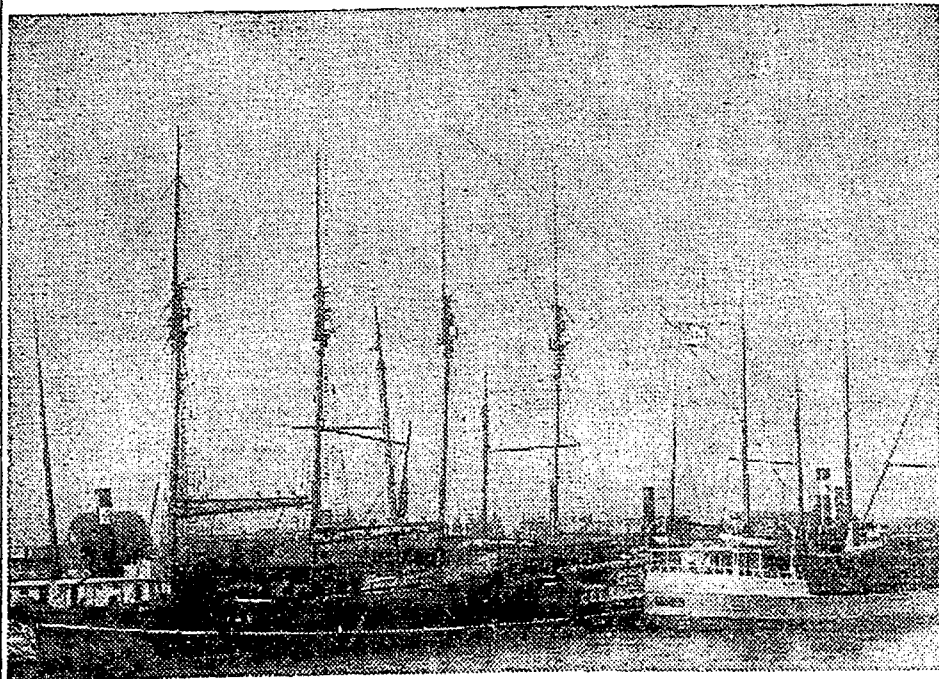
WE have established and maintained a great and growing business upon the basis of BETTER VALUES and GREATER VOLUME. We are enabled to give better values because we handle each year a great volume of business.

## Never Sacrificing Quality

While we aim to quote the lowest prices and to command volume through values, we hold quality pre-eminent. Every item you purchase here is always worth what pay for it.

## C. J. HEESEMAN

### Oakland's Largest Outfitters for Men and Boys



Five vessels unloading at Hogan Lumber Company's wharf at one time, indicating the part taken by this company in the up-building of Oakland, a part due to their uniform fairness as to price, grade and treatment.



## California Census Crop Statistics

A bulletin of the thirteenth decennial census, just to hand, gives California credit as follows for her principal farm crops:

Hay and forage	\$42,187,000
Barley	17,185,000
Wheat	6,324,000
Dry edible beans	6,293,000
Potatoes	4,879,000
Oats	2,537,000
Hops	1,731,000
Corn	1,077,000

Total value of these eight principal crops \$82,313,000

In addition the state had crops of buckwheat, rye, kaffir corn, emmer and spelt, sweet potatoes, some tobacco, cotton, hemp, various seeds and broom corn, to say nothing of the minor crops, and the fruits, vegetables, etc.

### DECADE'S INCREASE IN ACREAGE.

Hay and forage, 13.1 per cent	293,710
Barley, 16.1 per cent	165,511
Dry edible beans, 244.1 per cent	11,964
Potatoes, 60.8 per cent	25,590
Oats, 25 per cent	38,424
Hops, 21.8 per cent	1,501

Decrease.

Wheat, 82.2 per cent	2,205,188
Corn, 3.7 per cent	1,995

### YIELDS BY QUANTITIES AND VALUES.

Barley	Bushels	26,441,954
Yield per acre, average	22	
Value of yield per acre, average	\$14.40	
Wheat	6,203,206	
Yield per acre, average	13	
Value of yield per acre, average	\$13.20	
Dry edible beans	3,323,608	
Yield per acre, average	21	
Value of yield per acre, average	\$39.85	
Potatoes	9,824,005	
Yield per acre, average	145	
Value of yield per acre, average	\$72.10	
Oats	4,143,688	
Yield per acre, average	22	
Value of yield per acre, average	\$13.70	
Corn	1,273,901	
Yield per acre, average	25	
Value of yield per acre, average	\$20.75	
Hay and forage, tons	4,327,130	
Yield per acre, tons, average	1.7	
Value of yield per acre, average	\$16.65	
Hops, pounds	11,994,953	
Yield per acre, pounds, average	1,430	
Value of yield per acre, average	\$206.30	

Many of the many miscellaneous crops were well above the principal and usual crops in value per acre. During the last 30 years the crop of hay and forage has increased more than two and one-third

## Cost of Building in California

The cost of building in California, says the Sacramento Valley Monthly, is a little higher than in the East. This is occasioned by the fact that lumber and the rate for mechanics' wages is higher.

But owing to the fact that houses do not have to be erected in such a substantial manner, the mild climate of California permitting very attractive houses to be erected at much less expense than in the Eastern states, it is not necessary to dig cellars in which to put away supplies for the winter, and the double floors, windows, etc., are all omitted.

Of course, if the seller can do his own carpenter work the figures and estimates contained herein will be materially reduced. We give the cost of building small cottages herewith:

Three-room cottage—12x24, with 12x12 L, containing six windows, two outside doors, one closet, porches front and rear; inside, natural wood finish and paper; outside fully painted. Complete \$400.

Four-room cottage—24x26, containing eight windows, two outside doors, porches front and rear, one closet; inside, natural wood finish and paper, outside fully painted. Complete \$600.

Five-room cottage—26x32, containing ten windows, two outside doors, two large closets, porches front and rear; inside natural wood finish and paper; outside fully painted. Complete \$800.

Five-room bungalow—32x32, containing twelve windows, two outside doors, eight inside doors, five nice rooms, two closets and bath, sanitary patent closet, large porch extending across the front of the house, small porch in rear; natural wood finish and plaster inside; kitchen and bath-room plumbing complete; outside of house fully painted. Complete \$1000.

Barn—20x28, two stalls and hay bay; shingled and painted outside with Alabastine, \$150.

Barn—24x30; 16-foot hay bay, three large stalls, feed room, hay mow, carriage house, painted with Alabastine, \$300.

Chicken house—8x10, painted with Alabastine, \$35.

Chicken house—10x12, painted with Alabastine, \$50.

### TRYING.

Mrs. Platt—Alice can not seem to master that difficult piece of music. She's been trying all the afternoon.

Mrs. Nextdore—Yes. Indeed she has been.—Boston Transcript.

times; barley has more than doubled; dry edible beans more than tripled.

Barley, a California specialty, ranks first among the state's cereals, comprising about three-fifths of their total acreage and total value. Wheat ranks second, with an acreage and value slightly more than one-third as great as barley. Oats stand third.

The average value per acre of the cereals in 1909 was \$14.25, less by \$2.40 than that of hay and forage and about one-fifth that of potatoes. Corn had the highest average value per acre of the cereals; rye, the lowest.

"Grains cut green" rank first among the hay and forage crops, with alfalfa a good second; "prairie grasses" stood third.

## Big Exports to Foreign Countries

It is pleasant to find that in spite of the unrest in the Far East our exports to those countries in the nine months ended September, 1911, had a value of nearly \$118,000,000, against less than \$89,000,000 in the previous corresponding period, an increase of \$29,000,000. Japan took \$27,776,230 worth, a gain of \$10,000,000; China, \$17,296,458, a gain of \$4,500,000; Australia, \$29,211,220, a gain of \$7,000,000; India \$7,488,493, a gain of \$1,700,000; Hongkong (mainly for China), \$5,917,256, a gain of \$2,500,000; New Zealand, \$5,830,436, a gain of \$1,300,000; followed chiefly in lesser volume and gains by the Straits Settlements, Dutch East Indies, Asiatic Russia and others. Exports to the Philippines totaled a value of \$14,468,079, only \$500,000 less than in the 1910 nine months, but \$5,700,000 more than in the 1909 similar period.

# OAKLAND MEAT & PACKING COMPANY

STOCKYARDS, CALIF.

CHOICE DRESSED BEEF,  
MUTTON, VEAL AND PORK,

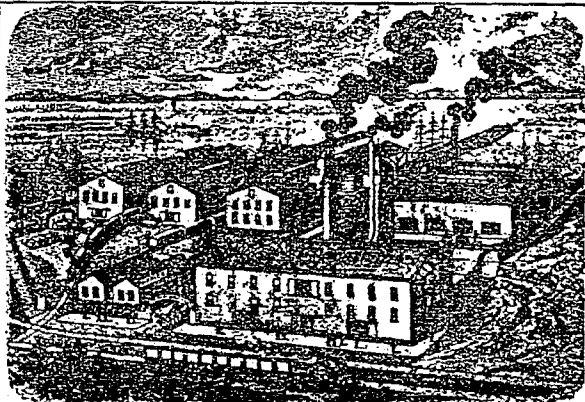
MAKERS OF CELEBRATED

SHASTA COMPOUND LARD,

AND

NEW ENGLAND STYLE PURE  
PORK SAUSAGE

## Where Guano Comes From



FACTORY & WAREHOUSES AT WEST BERKELEY, CAL.



Laysan Island, where a great part of the guano and fertilizer material is procured that is distributed by the Pacific Guano and Fertilizer Company, is a most interesting place for the naturalist. It is only a small speck on the charts in the middle of the Pacific ocean. The island is about three miles

long and about half as wide, with a lagoon in the center, making the island like a shallow platter. Its highest point is about thirty feet above sea level. The Pacific Guano and Fertilizer Company maintains a force of men on the island preparing guano for shipment in charge of Max Schlemmer, and he is known throughout the Pacific archipelago as the King of Laysan.

In the center of the island are immense deposits of phosphate of lime. The ordinary carbonate of lime of the old coral rock, by long exposure to superincumbent deposits of organic matter, mostly in the form of bird excrement, has been changed to the phosphate form.

The most striking feature of the island to visitors is the immense number of birds and their surprising tameness. Walter E. Fisher, of the United States Fish Commission, in writing of the birds, said that birds were everywhere and the noise they made was deafening. In walking over the island care had to be taken to avoid crushing their eggs and treading on the birds. The number of breeding birds is so prodigious that favorable space is at a premium. Some species of sea birds leave the place as soon as their young are strong enough to fly, and while the former occupant is leaving, the newcomers already begin to arrive. There is a constant coming and going in a most definite succession of certain species, which probably dates back thousands of years.

The Pacific Guano and Fertilizer Company maintains its general offices in the Alaska Commercial building in San Francisco, as well as large offices on King street in Honolulu, also in the Central building, Los Angeles, but in practically every city of any size the Pacific Guano and Fertilizer works (whose large plant is located in West Berkeley) is represented by a local agent.

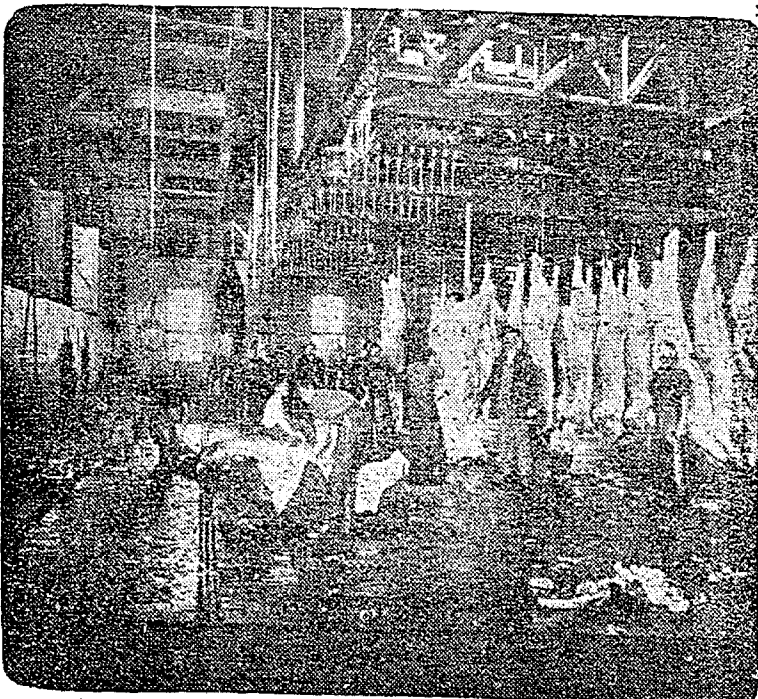
# BAYLE, LACOSTE & COMPANY

Wholesale and Retail Dealers in

Tripe, Calves' Heads and Brains, Tongues,  
Feet, Sweet Breads, Livers and Ox Tails

Office and Factory, Stockyards.  
Telephone Piedmont 1519

EMERYVILLE, CAL.



Slaughter Room, Showing Beef in Various Dressing Stages.

# Grayson- Owen Co. STOCKYARDS

ONE OF THE LARGEST MEAT  
PACKERS ON THE COAST.

This Firm Enjoys a Big Patronage  
—Has Given Much Attention to  
the Sanitary Conditions of its  
Plant, and Ranks Among the  
Very Well Known Establish-  
ments of Its Kind on the Pacific  
Coast.



## Gold Production And Cost of Living

WASHINGTON, Dec. 31.—George E. Roberts, director of the United States mint, disagrees with the opinion expressed in many quarters that the increased output of gold is the chief factor in the high cost of living. Mr. Roberts attaches much more significance to the fact that while the population of this country has increased 21 per cent in ten years, the acreage in wheat, corn, potatoes and rice and the number of cattle and swine have actually declined.

The annual report of the director, which has just been issued, gives the final value of the production of gold in the world in 1910 as \$454,703,900. The director makes a preliminary estimate of the world's production in 1911 at \$466,700,000, a gain of \$12,000,000 over the world's production of the previous year.

According to Mr. Roberts' preliminary estimate, the production of gold and silver in the United States in 1911 varied but slightly from the record for 1910. The value of the 1911 gold was \$196,233,528, and the number of ounces of silver was 57,796,117, as compared with \$96,296,100 of gold and 57,137,900 ounces of silver in 1910. The changes by states are slight, except that South Dakota gained \$2,000,000 in gold and Utah 2,000,000 ounces in silver. The other principal producing states show declines which just about offset these gains. California still leads in gold production with \$20,310,987, Colorado coming next with \$19,153,860. Utah produced more silver than any other state, the record being 12,679,633 ounces, as compared with 11,116,778 ounces produced in Montana.

The value of the silver product at the average price of the year was \$30,854,500. The net amount of gold and silver used in the industrial arts was approximately \$34,000,000 gold and 24,000,000 ounces of silver. The coinage of the mints was: Gold, \$56,176,822; silver, \$6,457,301; nickel and copper, \$3,156,726. Total, \$65,790,850. The net gain in the country's stock of gold coin, including bullion in the treasury, during the year was close to \$100,000,000.

Of the world's production Mr. Roberts says the Transvaal increased its output by about \$14,000,000 and other African fields gained \$2,000,000. On the other hand, Australasia showed a continuance of the decline which has been persistent since 1903, the loss in 1911 being about \$4,000,000. The production of North America was about the same as in 1910. These three grand geographic divisions produced nearly \$400,000,000, and the gains and losses in other producing countries probably about offset each other. Australasia has fallen from \$89,210,100 in 1903 to \$62,000,000.

Although gold production continues to increase, it is at a diminishing rate and the director repeats the opinion expressed a year ago that there is nothing in the present outlook for the industry to indicate a repetition of the phenomenal gains that were made between 1890 and 1899 and between 1901 and 1908. They were the result of the discovery of the cyanide process and of the development of the wonderful Transvaal field.

The only country in the world that is showing notable gains at this time is Africa, and the Transvaal field is nearing its maximum. The average increase in the world's production for the last three years has been \$8,000,000, while from 1903 to 1899 it was \$18,000,000 and from the beginning of 1902, when the Transvaal had practically recovered from the effects of the war, to the end of 1908, it was over \$24,000,000.

The report referring to the gold production of recent years, says that an important share of the new supply has been absorbed in uses which have but little bearing upon commodity prices. The industrial arts are now estimated to be taking more than \$100,000,000 a year, exclusive of Asiatic consumption. The reorganization of monetary systems upon a gold basis has required a large amount for reserve, or it has gone into use in place of paper and silver. Brazil after a long period with inconvertible paper began in 1906 to establish a gold reserve, which on December 31, 1910, amounted to \$98,500,000. Argentina passed a gold conversion act in 1899, but did not begin to accumulate a permanent reserve until 1902; on December 31, 1910, it amounted to \$253,500,000. The net absorption of gold by South America in 1911 was about \$20,000,000 and in the last ten years something over \$350,000,000.

The prosperity of Egypt has given it a favorable trade balance in recent years, which has been settled in gold. The net imports of gold by Egypt in 1910 amounted to nearly \$30,000,000 and in the last ten years have been about \$60,000,000. This gold is understood to have gone into hoards or ornaments.

Since the gold standard was definitely established in India and the government began to put sovereigns into circulation that country has taken large amounts of gold. The net imports of India in 1910 were \$75,000,000. This was an extraordinary movement, due to a large trade balance, but it indicates that India is acquiring a taste for gold. The Indian government estimates that since 1900 the absorption of gold sovereigns in the circulation and for hoards and jewelry has aggregated \$155,000,000.

The Italian banks of issue have resumed gold payments in the last ten years and increased their gold stocks by about \$160,000,000. Their uncovered paper is \$30,000,000 less than in 1900.

Austria-Hungary adopted a new monetary system on January 1, 1900, and has since increased its gold stock by about \$113,000,000. The amount of uncovered paper is about the same as when the reform went into effect.

Russia adopted the gold standard in 1897 and since 1900 the Imperial bank has increased its gold holdings about \$170,000,000. Its outstanding notes in 1900 were \$252,000,000, and at this time are about \$680,000,000, showing of all European countries the most notable increase of money in circulation.

The Bank of France since 1900 has increased its note circulation \$166,000,000 and its gold reserve \$195,000,000. The Bank of Germany has increased its gold reserve by about \$75,000,000 and its average note circulation by rather less than that amount. The Bank of England has increased its reserve in that period by about \$35,000,000 and the total stock of the country increased but little more.

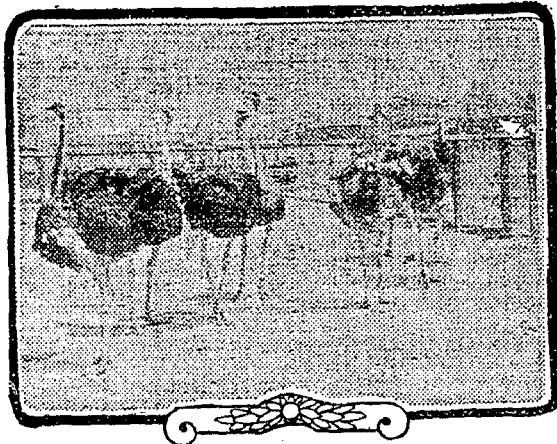
To the death list of flyers, numbering seventy-six in 1911, should be added the loss of Octave Chanute, who was known as America's "Father of Aviation," and also

that other pioneer, Professor John J. Montgomery of Santa Clara College, Cal. The latter was killed while experimenting with a new glider. A large number of the fatal accidents were due to recklessness and foolhardiness in making exhibition flights; but there have also been accidents from breakages of machines. The causes of the various accidents have not all been determined, but the proportion of deaths to the number of miles flown is without doubt less than in 1910.

In the vicinity of the star S Coronae Australis Innes and Worsell have found a patch of sky twenty-five minutes of arc in diameter where no star can be seen

with a nine-inch refracting telescope. According to Innes, who discusses the subject in "Transvaal Observatory Circular No. 5," the apparent absence of stars in this region is due to the occurrence of some absorbing medium, interposed between us and distant parts of the universe. Stars in the neighborhood of the dark region are enveloped in nebulae; while just on the border of it there is a star which has been observed to fluctuate in magnitude between 11.0 and 12.2, and which was invisible during the years 1899-1901. The latter fact is accounted for on the supposition that the absorbing medium was for a time in front of the star, but has since withdrawn from it.

### Bentley Ostrich Farm



One of the show places of Oakland that remains in the minds of visitors long after they leave our city is the Bentley Ostrich Farm, which is located at East Fourteenth and High streets.

This enterprise was established about three years ago, when they brought forty-six birds from the parent farm, located at San Diego, which has proven a huge success from the start, and which will advertise Oakland and California to every corner of the United States. They display without question the largest assortment of ostrich productions ever brought to this market, and are continually adding new goods and novelties to their stock.

Mr. Eugene Buttless says that he feels proud of the growth of the business since this branch has been established. He attributes the rapid growth to the quality of the feathers and the workmanship given their patrons. It is interesting to know that ostriches can be grown in this climate with success. The birds (shown in the picture above) were hatched in the summer of 1909 and are now larger than some that are twenty-five years old. There is a great opening for investors to grow ostriches for the feathers, as this country does not produce one-tenth of the amount required. Ostrich feathers in the raw can be marketed at from \$50 to \$300 per pound, with no fear of ever overstocking the market. Bentley's send feathers to any part of the United States on approval.

In the salesroom at the Bentley Ostrich Farm there is exhibited a collection of plumes of all sizes, at all prices, that for diversity of harmonious coloring and beautiful shapes is unexcelled.

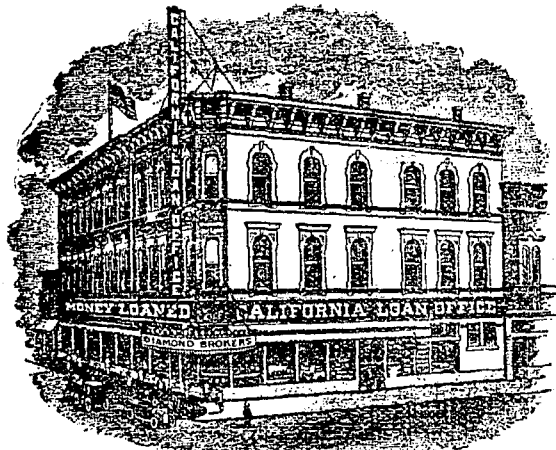
The art of dyeing the plumes has been brought up to such a high standard that the most exquisite shades can be had to select from to match any coloring in dress.

This company is especially equipped for making Willow or French Plumes to order, any color, size or price. They invite comparison in quality, workmanship and price.

It is also one place you are sure you can have your feathers cleaned, curled, dyed or made over by skilled help.

Local buyers will always find it worth while to select their purchases from the Bentley Ostrich Farm.

### California Loan Office



The California loan office, occupying the large corner store room at 927 Broadway, southwest corner of Ninth street, is an institution that Oakland proudly boasts of, meriting the name of being the largest and most reputable institution of its kind on the Pacific coast. Under the able management of its proprietor, Mandel Goldwater, it has succeeded in building up a large and lucrative business of loaning money, and numbers among its clientele the best classes of Oakland's populace in the buying of diamonds and jewelry, of which an immense stock is usually on hand for sale, following the business that it conducts.

The appearance of the place resembles that of a banking house, being equipped with large, modern vaults and steel fire and burglar-proof safes, large spacious private loan offices, where business can be transacted with absolute privacy, such as one in need usually seeks.

As bankers to the people and services it renders to the many, it should be called by reason of its intentions a hypothec bank, as they have satisfied thousands of needy that have availed themselves of the opportunity it affords.

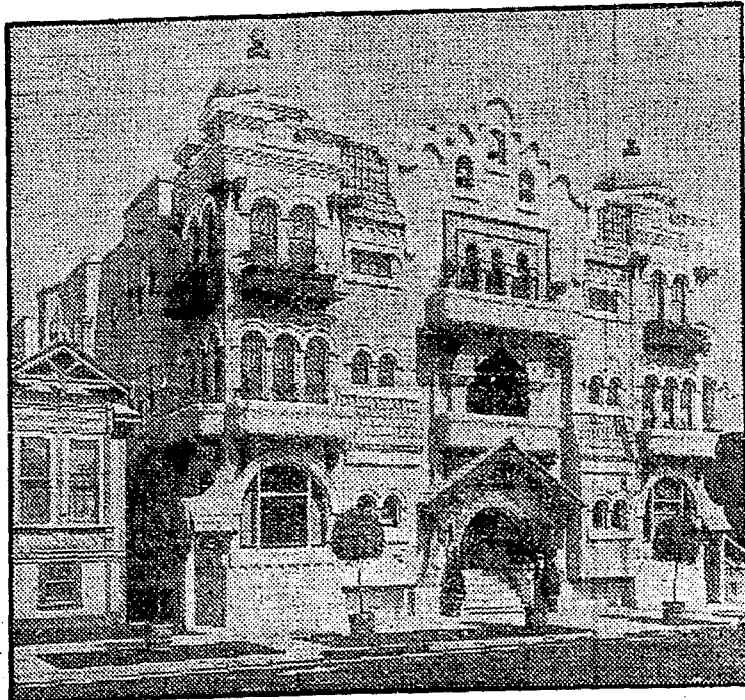
As a shopping center for diamonds, jewelry and watches it stands pre-eminent at the head for quantity and quality, their window display being an exposition in the fullest sense of the word—a tribute to the world's diamond commerce, as well as to the resourcefulness and ingenuity of our merchants that the growth and welfare of the city of Oakland attributes its success to.

As a side issue they handle rare American coins, and for the purpose of its advertisement the California loan office published a rare coin catalogue, edited to grade accurately the values of rare coins and other information, and we are informed has circulated free over 30,000 copies, and is still circulating them throughout the entire west.

The institution furnishes employment to a large force of salesmen and jewelry appraisers, besides the steady crew they employ in the manufacturing of jewelry, diamond setting and watch repairing.

By reason of its forfeitures in antiques the institution affords an interesting pleasure to strangers visiting Oakland, excelled only by the Oakland museum, recently opened to the public on the shores of Lake Merritt by the city of Oakland.

### J. J. Kennedy, One of Oakland's Best Citizens



THE CASA ROSA APARTMENTS ON MARKET STREET.

the entire suites are par excellence from the living rooms to the completely equipped buffet kitchen and tiled bath rooms. The linen and silverware, combined with many other features, such as vacuum cleaning, etc., makes the Casa Rosa a very desirable place to live. This, no doubt is the reason that a suite is rarely vacant. From the beautiful floral roof garden one may see on clear days all parts of San Francisco, the Berkeley hills and far out into East Oakland and Alameda.

We are glad J. J. Kennedy is an Oakland man and we wish the city had a lot more such men; they are like rare flowers, and when found are thoroughly appreciated.—W. W. C.

As an evidence of the confidence he had in Oakland and the future of the city, J. J. Kennedy, one of the old-time residents, and yet by no means a man very far along in years, who has watched the city grow, has built the beautiful "Casa Rosa" apartments shown here. Mr. Kennedy is perhaps one of the most popular and most generally liked men in our city, due entirely to the fact that he is a kind, generous and lovable man and has a reputation of being thoroughly honest in all his dealings. He is interested in public affairs and does much for the general improvement of conditions in all parts of the city. In the building of the Casa Rosa he erected an apartment house that would be a credit to the nation's largest cities. Here are but few of the many interesting items of interest in the beautiful building: A telephone service from the entrance for guests at the main entrance or for tradesmen in the rear. Telephones are in every suite. And numerous electrical effects in the suites and halls, giving the apartment the appearance of a small palace with the beautiful draperies. Built-in bookcases, desks and buffets, etc., out of which invisible beds are drawn. The beds are aired when apparently closed up tight. This is accomplished by a special airing device that but few apartments have. The dining room and living rooms are furnished very elaborately and are finished in a beautiful brown mission style. All the furnishings for



# Berkeley Merchant Says Times Are Good

(By WALTER L. WOODWARD,  
President of the Merchants' Exchange of Berkeley.)

**V**IEWED from the standpoint of the merchant, the business conditions of Berkeley are most gratifying. In every mercantile undertaking where capital and energy are combined for the purpose of building up a permanent concern, the owners are entitled to expect a steady increase of custom proportionate, at least, with the increase of population.

Judged by this test, Berkeley as a community far exceeds the application of the rule. As a matter of fact the volume of business done in Berkeley at present shows a gain greatly in excess of the increase of population, compared with what was done last year and the year before. There is, of course, but one explanation for this; namely, that the people of Berkeley have begun to bestow their patronage nearer home.

## WHY BUSINESS HAS INCREASED.

For this change, to be sure, there is ample reason. There can be no doubt that the mercantile facilities of Berkeley have been amplified in the two years just coming to a close. Not only have new stores been established here, but the others have added to their stocks of goods, have extended their quarters, have given more attention to displaying what they have to offer, have added to clerical efficiency and have adopted more advantageous methods of advertising.

While it may be said that all of these elements have contributed to the growth of Berkeley's popularity as a market place, yet it must be admitted that the augmented stocks of goods have predominated as factors in solving the mercantile problems of local dealers.

## PROSPEROUS YEAR IN PROSPECT.

Reports from the interior of the state indicate that a prosperous year is ahead of California, and this inevitably means better times for the merchants of Berkeley in common with dealers in all the bay cities. It is well known that there is an irresistible drift of population toward the coast, and well-to-do people will surely find their way to the favorably located places convenient to the metropolis. Already it is observed that families are coming to Berkeley for the purpose of passing the winter here, and doubtless Oakland, Alameda and other adjacent cities have a similar experience. These people form a most desirable addition to our population, and it remains for the local dealers to provide suitable stocks from which they may select the things they need. Fortunately Berkeley merchants are in better shape to do this than ever before, and the future promises still better advantages in this respect.

## FRUITS OF THE GET-TOGETHER SPIRIT.

If I were asked what other influences have acted favorably upon the operations of Berkeley's business I would venture to say that the get-together spirit of modern business life has had much to do with this betterment. When merchants meet often and discuss plans for the advancement of the community at large as well as for their own immediate interests they are faced in the right direction, and this is just what has taken place in Berkeley. Our civic bodies have frankly dealt with all the plans of the municipal government, bestowing upon their consideration the same care that they devote to their personal affairs. The result has been beneficial to business interests and has engendered among the merchants a feeling of co-operation that is helpful to all.

With the impetus that good times, incident to the coming exposition in San Francisco will surely bring, and with every part of our city striving to advance the prosperity of the entire community, Berkeley's outlook is most encouraging. At any rate I feel justified in saying that those representing the mercantile interests of this city are most earnestly desirous of helping to advance the welfare of our community in every way possible. That their efforts are appreciated is manifest from the responsive support given by the people at large.

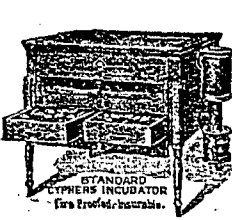
# California Beet Producing Counties

The following is a list of the thirteen beet-producing counties, their annual tonnage for 1910, and the value of the product before it was converted into sugar:

Counties—	Tonnage.	Value of Product.
Alameda .....	35,000	\$ 175,000
Butte .....	56,515	240,000
Glenn .....	20,005	100,025
Los Angeles .....	60,000	300,000
Modoc .....	3,200	16,000
Orange .....	110,000	605,000
San Benito .....	6,600	33,000
San Bernardino .....	40,000	220,000
Santa Barbara .....	85,000	425,000
Santa Clara .....	12,000	120,000
Santa Cruz .....	5,295	26,475
Ventura .....	187,000	981,750
Yolo .....	40,000	200,000
Totals .....	660,615	\$3,442,250

In these thirteen beet-growing counties there are eleven factories in operation. Following is the list and daily capacity in tons:

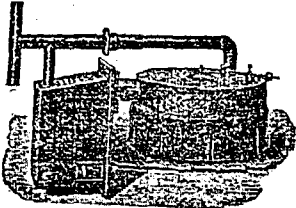
Companies—	Factories.	Capacity.
Alameda Sugar Co.....	Alvarado .....	800
Los Alamitos Sugar Co.....	Los Alamitos .....	700
Spreckels Sugar Co.....	Spreckels .....	3,000
Union Sugar Co.....	Betteravia .....	1,000
American Beet Sugar Co.....	Chino .....	900
American Beet Sugar Co.....	Oxnard .....	2,000
Pacific Sugar Corporation.....	Visalia .....	400
Pacific Sugar Corporation.....	Corcoran .....	600
Sacramento Valley S. Co.....	Hamilton .....	200
So. California Sugar Co.....	Santa Ana .....	600
Huntington Beach S. Co.....	Huntington Beach .....	800
Total capacity .....		11,500



Very few people realize the immensity of the poultry industry on the Pacific Coast, and especially in the immediate vicinity of Oakland. Not only do many of the cottage and bungalow residents raise poultry for their own use, but scattered all along the foothills from San Pablo to Niles, one finds many people actively engaged in poultry culture on a commercial basis.

Just what this means to Oakland is best illustrated by the fact that Cyphe's Incubator Company, who conduct six places of business in the United States and one in London, England, have selected Oakland as the point on the Pacific Coast in which to maintain their distributing warehouse and retail store and offices. They maintain their offices and retail store at 1567-1569 Broadway, Oakland, where they are always glad to receive the poultry fraternity. They have a large warehouse at Fifth and Linden streets, in which they carry an immense stock of goods to supply the ever increasing demand.

A copy of their 1912 year-book is something that no poultryman can afford to be without, and they will gladly mail you a copy upon request.



**CYPHERS INCUBATOR CO.**  
Dept. T., 1567-69 Broadway, Oakland, Cal.

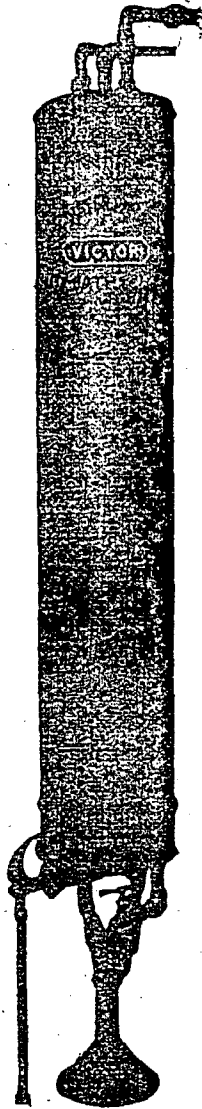
# Clarke Bros. Florists

Twelfth and Clay Sts., Oakland, Cal.  
Telephone Oakland 5813.

## Theo. Gier Wine Company

Our vineyards are among the most important interests harbored in this section of the country. Not only do they represent the investment of large sums of money, but they also employ a large army of people, and have been instrumental in building up the resources of the state. One of the largest and most important wine interests of California is the Theo. Gier Wine Company, which has its main office and cellars at 571 and 581 Eighteenth street. This company has vineyards in Livermore, Napa, St. Helena, in this state, where the company has large cellars and facilities for the proper blending and aging of their products. Their cellars are always filled with wines that have been aging in wood in order to give them the proper bouquet, and these cellars are in charge of men who have spent a lifetime in the art of perfecting the product of the grape, and the establishment has also become

# "Victor" The Gas and Water Problem Solved.



THE VICTOR COMBINATION KITCHEN BOILER COMPANY, a corporation formed under the laws of the state of California, December 1, 1911, for the purpose of the manufacturing and exploitation of the following:

**VICTOR COMBINATION KITCHEN BOILERS AND GAS WATER HEATERS.**

**VICTOR BARBER BOILERS**, from 6 to 10 gallons.

**VICTOR KITCHEN BOILERS**, 18-24-30-40-60-80-100 gallons.

**VICTOR BOILERS**, for generating steam for house radiators etc.

These boilers and heaters are guaranteed to be the best in the United States and foreign countries.

The inventor has been experimenting for six years to get these boilers and heaters superior to all others in the market.

The Victor combination kitchen boiler and gas water heater, thirty (30) gallon size, can be heated in twelve (12) minutes at a cost of .01% cents of gas consumption with the patent burner which we have that is small and consumes 75 per cent air or oxygen and 25 per cent gas.

The patent burner is simple and economical, free from soot and never clogs or smokes, nor is there danger from boiler explosion. Unlike other boilers, the Victor does not drip and clog the burner, thus causing poor combustion, but always gives the blue flame. Many boilers now in use consume 54 to 60 feet of gas to heat a 30-gallon boiler, and then only 20 gallons are heated, while the top of boiler is steam and the bottom cold water.

The VICTOR will heat uniformly throughout the top, middle and bottom, consuming only 20 feet of gas and getting HOT WATER, not steam, and is the only boiler that will do this in any climate.

The VICTOR will furnish hot water one minute after igniting the burner, after five minutes you have enough hot water for a bath, in 12 minutes the whole 30 gallons is hot all the way through and enough water for two large baths.

The Victor can be regulated to the greatest advantage. Can be used with a low or high pressure of gas.

These VICTOR Combination Kitchen Boilers and Gas Water Heaters will be shipped to any part of the United States and foreign countries.

We manufacture the NO. 10 VICTOR gas water heaters to attach to the ordinary or old-fashioned range boilers, which will furnish a hot bath in ten minutes, but with a VICTOR self-contained Boiler a bath is ready in five minutes. All correspondence to the Main Office and Factory at Oakland, California.

**VICTOR COMBINATION KITCHEN BOILER COMPANY, INC.**

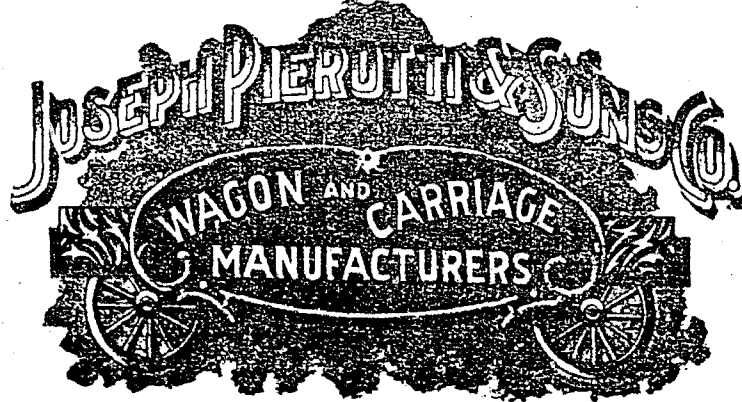
**JOSEPH ANTONUCCIO**, Pres. and Inventor, S. W. Cor. 4th and Washington Streets.

Manufacturers of  
**VICTOR Combination Kitchen Boilers**  
**VICTOR Circulating Water Heaters**  
**VICTOR Barber Boilers**

noted for its excellent bar whiskey, which is praised for its purity and its excellent taste. Mr. Fitzpatrick, himself, is one of our best-known business men, who has given ample demonstration that the liquor business can be conducted along straight business principles that places it on a par with any other line of business.



PHOTO OF  
THE H. D.  
CUSHING  
GROCERY  
COMPANY,  
129-135  
TELEGRAPH  
AVENUE.



The firm of Joseph Pierotti & Sons' Company of 700 Franklin street was established in 1884 in a very humble way and from this small beginning it has grown upon its splendid reputation until now it possesses the largest and best business of its kind in Oakland. They employ twenty skilled men and make a specialty of manufacturing Wagons, Carriages, etc., and do an extensive automobile repairing business.



## Oakland Theatrical Prospects Are Bright

(By LEO LEVY.)



THE same old sun cast the first beam of 1912 on a decidedly new state of Oakland theatrical affairs. The city has become a good-sized dot on the stage route map and is already proving the wisdom of the producers who placed it there. For the first time in all the years of Oakland's existence, its people have discovered that theaters are a part of home industry calling for patronage and support. They have found also that crossing the bay to visit showhouses is a decided waste of valuable time and hard-earned money. San Francisco gets no stage production that has not either played Oakland or is due to play here. Every legitimate enterprise that is coming to the coast this season, and the season to follow are booked for this city. The greatest vaudeville acts and the lesser are on the books of the local houses, some exclusively, many to show here first, all of them certain to come. Thus it was that old Sol found something new under him when he smiled on Oakland, January 1.

What last year brought us in the theatrical line is ancient history; we are more concerned with what is coming. The Macdonough is now under the management of Fred A. Giese, head of a circuit that operates a chain of California theaters. Giese is also one of Cort's managers and is affiliated with other enterprises. He has booked for his Oakland house every production due to be shown in the west. The best that New York sends to us this season is coming here.

### LIST IS PARTIAL.

What may be expected this season is told in the following list, which is but a partial one:

Mrs. Leslie Carter, Walker Whiteside, Elsie Janis, "Get-Rich-Quick" Wallingford, "Chocolate Soldier," "Girl in the Train," "Excuse Me," "Alma, Where Do You Live?" "Naughty Marietta," "Madame X," Lillian Russell, "Mutt and Jeff," "The Pink Lady," William Hodge in "The Man From Home," Blanche Bates, "Everywoman," "Mme. Sherry," "The Red Rose."

These are given here with the idea of presenting an advance menu of nineteen-twelves theatrical menu. A score more attractions have been booked. From New York comes a whisper that a new policy is to be followed in starting this season's successes on the road months in advance of what used to be the program. As an example, it is understood that "The Garden of Allah" will be shown in Oakland this season, and a number of other Gotham productions will have presentation in the west while they are still running on Broadway.

### BECK'S VISIT IMPORTANT.

Martin Beck's visit to the coast brings out vividly the new condition of things in the vaudeville world. The Orpheum circuit's agreement with the United Booking Offices recently expired and was not renewed. Beck's circuit did not invade the territory east of Cincinnati and the United kept out of the west, but it is now announced that the Orpheum people will build a \$3,000,000 vaudeville factory in New York, a monster theater, producing center, booking agency and all else needed in the vaudeville game from inception to production.

The effect of this policy will be felt in Oakland and San Francisco to a greater degree than in the east. It means not alone better attractions for the Orpheum theater but a boost for vaudeville on no matter what circuit. The infusion of a greater dignity into the game will call forth greater efforts on the part of all producers. Popular-priced vaudeville will not necessarily mean a cheapened thing as it sometime has.

The Oakland Orpheum has had a prosperous season. William Thompson and Ludwig Wullner are but two of the gigantic figures of the show world who have been seen on the Twelfth street stage. The Road Show proved bigger than ever, and Manager George Ebey promises a long array of stars, to begin with Cissie Loftus. The season looms large.

### NEW LEADING MAN.

A new leading man in the person of George Soule Spencer graces the stage at Ye Liberty and with Miss Marjorie Rambeau and a capable company will be seen in a formidable list of plays. Popular successes are released for stock in shorter order than they have been in the past and Manager Bishop has secured the best of a fine array for production in Oakland, "Alias Jimmy Valentine," recently played here by H. B. Warner, who originated Jimmy, is the first of a number of strong pieces in which Spencer will be seen.

Ye Liberty's revolving stage gives it an opportunity to stage plays that call for every effort of manager and mechanic, eliminating delay and allowing of a greater degree of illusion. Productions at the Oakland stock house have been noted for staging, neither effort nor expense being spared in gaining desired and needed effect.

### AT THE BELL THEATER.

Popular-priced vaudeville and popular vaudeville have been made synonymous by the management of the Bell theater. The year was started with a salary list that was said to total \$3000. The promise of future attractions costing as much has been made. That the Sullivan and Considine circuit, on which the Bell is one of the largest houses, is adding and improving to the number and quality of acts, is admitted in vaudeville circles.

Both Sullivan and Considine were recent visitors to this section and expressed themselves as enthusiastic over conditions in Oakland. Their shows as presented in San Francisco, play Oakland in an entirety. It is significant that a New York vaudeville magazine recently made the editorial statement that the Bell theater was regarded as the best-paying house on the circuit, which would speak well for the efforts of Abe and Julius Cohn, who have devoted years of planning to the San Pablo avenue theater. The Cohns recently built and opened the Model, a moving picture house adjoining the Bell, and business from that place is reported good.

### INDUSTRY BRANCHES OUT.

That the moving picture industry is branching out into bigger things was recently exemplified when the Oakland Photo theater was opened. A place capable of seating more than 1500 persons, richly furnished and having every comfort of the largest dramatic

houses, the Oakland proved a surprise even to those who understood the advance of the moving picture business. The claim that it is the largest theater of the kind in America is borne out by facts and figures.

An Oakland showman, in a recent interview advanced his opinion that the present season would revolutionize the theater game in this city.

"Oakland has not been regarded as a good show town in the past," he said, "but the alacrity with which the largest producers now are booking Oakland is proof that the idea has been relegated. We will have the best of everything in all lines of the show game."

"But as a manager I want to point out the need of keeping theater money at home. It costs the contents of a small-sized mint to run a theater. Few people have any idea of the necessary expenses; those on the surface are nothing compared to the number of which the public knows nothing. Therefore, it behooves Oaklanders to attend Oakland theaters and not cross the bay. We are getting everything here. Many pro-

ductions come here before they play in San Francisco. I would cite as an example Forbes-Robertson in "The Passing of the Third Floor Back." His arrival was the most important theatrical event of the season, so important that San Francisco newspapers sent their critics to Oakland to write an advance review of his work and play.

"We're going to treat Oakland well, and we will appreciate the same."

### IN THE AIR.

Gladys Roxton—And the duke is so brave, papa! Why, he declares he intends to become an aviator! Papa—H'm! He does, eh? Wants to visit his castle, I suppose.—Puck.

### ODD TASTE.

Mother (to inquisitive child)—Stand aside. Don't you see the gentleman wants to take the lady's picture? "Why does he want to?"—Life.

### Kirchner & Mante.



Here's to a long life  
and a merry one! May  
**RAINIER BEER**  
be ever within your reach

California is famed as a wine producing State, but her reputation in this line is rivaled on the Pacific Coast by the famous "Rainier Beer," the product of the Rainier Brewing Company of Seattle, Wash. Rainier Beer has achieved a trade in excess of the greatest hopes of the local distributors all over the Coast, but particularly in Alameda and Contra Costa counties this famous brew is known for its excellence.

This popular beer is distributed in Alameda and Contra Costa counties by the well-known firm of Kirchner & Mante. The firm has been established since 1893, and is one of the oldest firms in this line of business in Alameda County, and since 1899 they have been the distributors of Rainier Beer. They employ about twenty men twelve months in the year, and in some seasons their pay roll is almost doubled.

Their large depot at the corner of First and Jackson streets is one of the largest and cleanest institutions of its kind to be found anywhere in the West. Both Mr. Kirchner and Mr. Mante are very well known in

## USE CALIFORNIA SOAP

"Gasene Naptha"

The California Naptha Soap,

"Big Ox"

A Big Bar of Finest Tallow Soap,

"White Bear"

A Beautiful White Laundry Soap.  
In Bars and Flakes—Contains No Rosin.

"HONEY BOY" Toilet Soap

The Standard Soap Co.

the bay section. They are both great boosters for Oakland and have done much in advertising the city abroad. They stand very high in the estimation of all who know them and it is little wonder that men of this type have more than made good.

## The Pacific Mail Steamship Company.

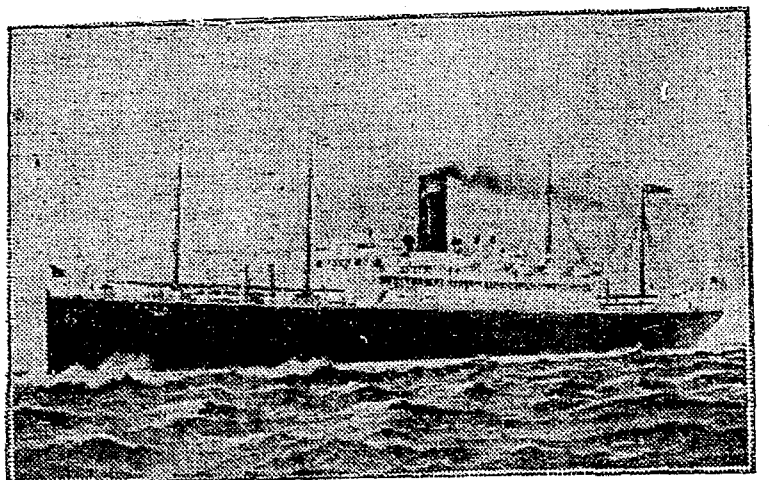
The Pacific Mail Steamship Company commenced operations in 1848-9 for the purpose of furnishing a short and convenient route between the Atlantic and the Pacific coasts. The discovery of gold in California in 1849 resulted in very heavy westbound passenger travel, and the facilities of the company were taxed to their utmost to handle this movement. The Panama Railroad, which now forms the connecting link between the Atlantic and the Pacific, was not then completed, and it was necessary for passengers to travel in native boats for Colon, or what was then known as Aspinwall, for a distance of approximately twenty-five miles, and from that point either on foot or by mule-back to the Pacific terminus. It was not until 1854 that the Panama Railroad was completed.

During all these years the Pacific Mail Steamship Company has regularly and continuously performed the service between the Isthmus of Panama and San Francisco, calling en route at the various Central American ports, and whether traffic is good or bad, the steamers of the Company have performed their regular scheduled voyages.

In October, 1910, the Pacific Mail S. S. Co. also inaugurated an express freight service for cargo between New York, Europe and San Francisco, the steamers on this line being the "Aztec," the "City of Panama," and the "Pennsylvania," which vessels make the voyage from San Francisco to Balboa, the Pacific terminus of the Panama Railroad Co., in twelve days, and since the inauguration of this line the steamers have been running with capacity cargoes.

In the early sixties a line was also inaugurated by the Pacific Mail between San Francisco and China, which was the first regular steamship connection between the Pacific Coast of the United States and the Orient, although there had been prior to that date occasional sailing ships operated between China and San Francisco.

It has been the policy of the company to continuously augment and improve the service, and today the Pacific Mail S. S. Co., on its Trans-Pacific Line, is operating some of the finest ships turned out by American shipyards; the steamers "Mongolia," "Manchuria," "Korea," and "Siberia," known as "The Big Four," being conceded to be the finest American ships afloat. In addition to these, it is also operating on the Trans-Pacific Line the steamers "China," "Persia" and "Algoa." It has also just purchased the magnificent passenger



steamer "Nile" from the Royal Mail Steam Packet Company, and that vessel is now en route from London to Hongkong via Suez, and will enter the service on the Trans-Pacific line early in February.

On the Mexican-Central American Line, the Pacific Mail S. S. Co. is now operating the steamers "Peru," "Newport," "San Juan," "San Jose," "City of Sydney," "Acapulco," "City of Panama" and "Barracouta," and on the Panama Express Line, as previously stated, the steamers "Aztec," "Pennsylvania" and "City of Para."

That the Pacific Mail S. S. Co. has been a strong factor in the upbuilding of the port of San Francisco and the State generally, both directly and indirectly, must be admitted. The records of the Company show that the average expenditures of the Company at this port for labor and supplies are between \$3,000,000 and \$4,000,000 per annum, a considerable amount of which finds its way to the East Bay cities through employees and their families living in Oakland and surrounding territory. The money expended in this State by incoming and outgoing passengers will exceed \$500,000 per year, and upon the opening of the magnificent Bankers' Hotel, Oakland will unquestionably receive its share of this tourist travel.

Ten years ago the Trans-Pacific passenger travel between Europe, the United States and the Orient was largely via Vancouver. Today fully 85 per cent of this travel moves via San Francisco, due to the persistent advertising of the Pacific Mail S. S. Co. throughout the world, and the superior ships and service furnished by that Company.



## California Raisins Supply the Country

California now produces all the raisins grown in the United States, three-quarters of the wine, and a large share of the shipping grapes.

There are upward of 275,000 acres in California devoted to grape cultivation. Of this acreage about one-half, or 150,000 acres, is planted to grapes intended for the exclusive making of wines, which comprise two divisions, namely, dry wines, consisting of red wines of the bordeaux, burgundy and chianti types, and white wines, of the rhine, moselle, sauterne and chablis types; and sweet wines, of the port, sherry, madeira, malaga, marsala and tokay types; and also angelica and sweet muscat.

About 80,000 acres are devoted to the growing of grapes for raisin purposes. A large share of these grapes, especially the second crop, is sent to the distilleries to be made into brandy. A portion also of the first crop muscat grapes is made into a wine called sweet muscat and also into fortified material for the making of sherry. About 40,000 acres are devoted principally to table grapes, of which 5000 carloads were packed in crates and shipped to the eastern markets of the United States last fall.

Sonoma county enjoys the distinction of being the largest dry wine district of California. Over 20,000 acres are covered with vineyards, 95 per cent of which are in full bearing. The annual production under favorable conditions during the last four or five years has been about 12,500,000 gallons of wine. There are about 150 wineries and distilleries in the county and the vine land, plants and wine in storage represent an investment of at least \$10,000,000.

At Asti is located the Italian-Swiss colony, one of the show places of the state. It has the largest dry wine vineyard in America, 1750 acres, and produces one-sixth of all the light table wines of the state. When the colony was founded in 1881 the barren land was used as a sheep pasture and was worth but a few dollars an acre. That was nearly thirty years ago. Today a smiling landscape of vine and villa and rose-covered wineries greets the eyes of the visitor.

On the other side of the ridge is Napa county. At one time it led the state in the amount of wine produced, but the ravages of phylloxera caused the destruction of many of the finest vineyards and for years curtailed the production of grapes. Nearly 12,000 acres have been replanted with resistant vines in the district extending from Napa through St. Helena to Calistoga. Approximately speaking, last year the vintage amounted to 48,000 tons of grapes, producing about 7,000,000 gallons of wine, valued at \$1,000,000.

### EMPHATIC.

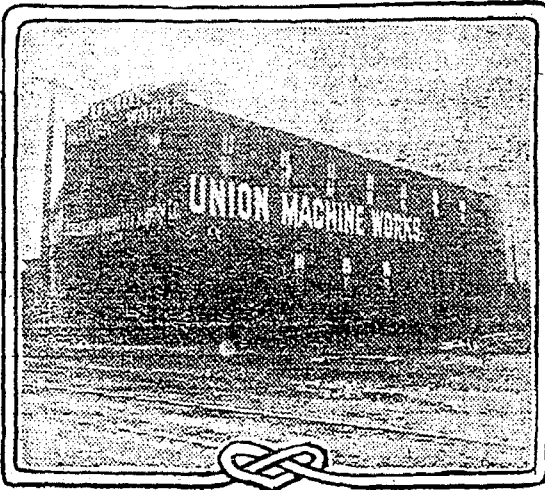
"Speaking of etiquette, did you send the dollar for those advertised instructions on 'What to do at table?'"

"Yes."

"And what did you get?"

"A slip with one word printed on it: 'Eat!'"—Boston Transcript.

## Union Machine Works



The rapid progress made by Oakland in recent years in the industrial line, coupled with the insistent demand for the work of skillful mechanics in the planning and building of power plants at remote points where development enterprises are active, has brought into existence many industries on the coast which are potent factors in doing big things. One of these is the Union Machine Works. The works of this rapidly growing concern were built in Oakland some years ago, and although many obstacles have been put into the way, such as being completely burned out, has not in the least hindered the firm's progress.

On May 26, 1909, the entire plant and contents were burned to the ground and the gumption shown by the proprietors in those dull days was really miraculous. In almost no time the new building shown above had been constructed and it seemed that in about two weeks the new machinery was running and they were ready for business.

The growth of the firm's business has necessitated and has long since had a most complete stock of machinery and continual adding to their already large plant.

The works are situated at 369 Third street, between Webster and Franklin. They employ about twelve skilled men and aim to turn out all work in a first-class, workmanship-like manner.

They have constructed some of the strongest engines that are being used, as well as having a reputation for making delicate parts for machinery that has the great strength that the particularly vital part requires, in fact, repairing of this nature is one of their greatest specialties.

The Union Machine Works have been established in Oakland for a good many years and bear an excellent reputation, due entirely as the owners put it "because we deliver good goods at a fair price."

The officers are J. P. Wohlfrom, president and manager; John G. Wohlfrom, treasurer, and M. Lee, vice-president and shop foreman.

Office Phone, Oakland 1556.

Residence Phone, Oakland 7797

**E.M. LYNN**  
**LOANS**  
on Real Estate  
Oakland Berkeley Alameda

509-10 Union Savings Bank Building, Broadway,  
Cor. Thirteenth St., Oakland, Calif.

## Anthracite Briquettes

# COAL

### 90% Pure Anthracite

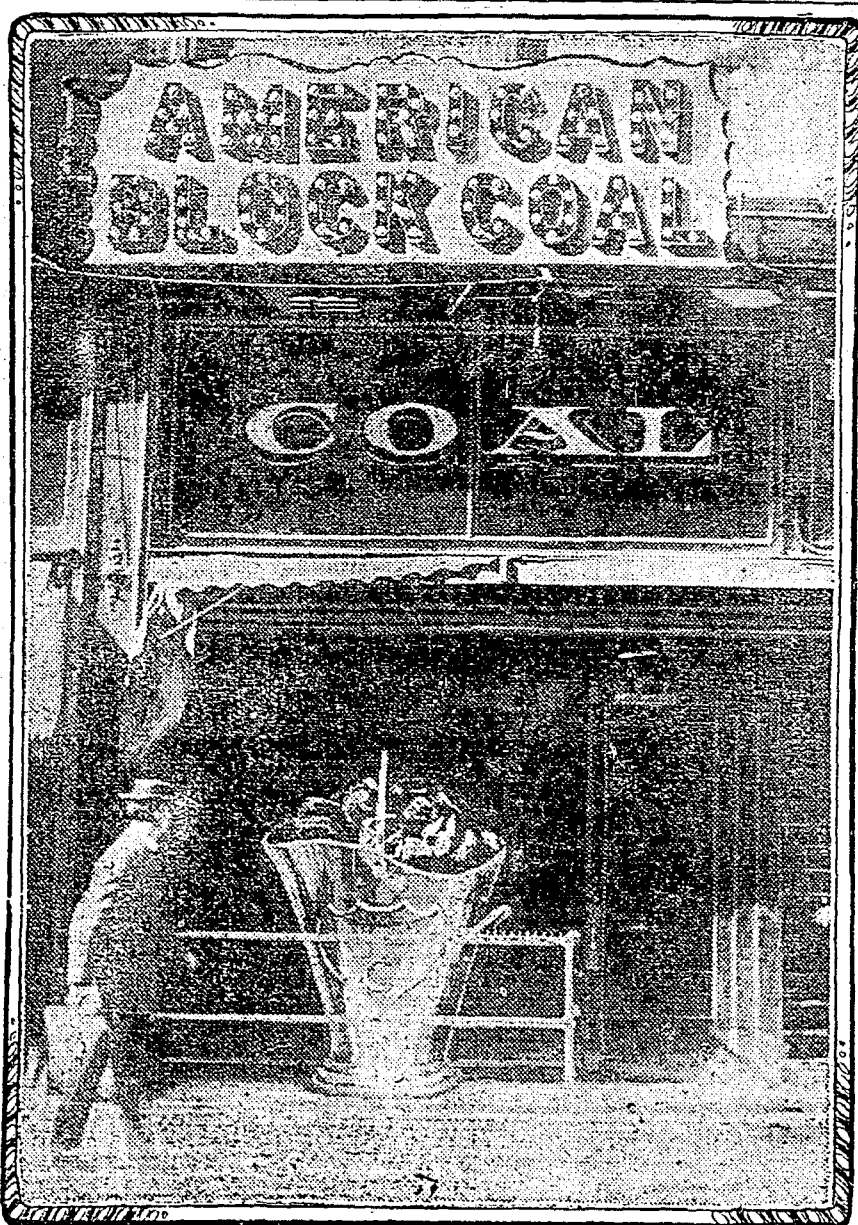
For RANGE, GRATE or  
FURNACE.

No Slate, Rock, Soot or  
Chunks.

Price \$13.00 Per ton  
Delivered.

For sale by all retail dealers

# "at the sign of the brass coal hod"



"that is **THE** place"  
for

## Coal, Wood and Building Materials

ANTHRACITE COAL FOR FURNACES

LUMP COAL FOR GRATES

EGG COAL FOR SMALL STOVES

OAK WOOD, PINE WOOD,

CHARCOAL, ETC.

SAND

GRAVEL

ROCK

CEMENT

LIME, ETC., ETC.

## Pacific Fuel and Building Material Co.

Phones—Private Exchange 770, Connecting All Departments. Berkeley 1729, Home A-1670.

YARDS—Broadway Wharf, Adams Wharf, Emeryville, Berkeley.



## Activities of the Merchants' Exchange

An Organization Which is Working Assiduously for Oakland's Advancement.

(By WILBER WALKER.)



THE Merchants' Exchange of Oakland, which is the oldest of the local mercantile organizations, having been organized in 1895, has had a wide field of usefulness. Primarily it is organized for the protection of its members, the merchants and manufacturers of the city. But it also has a wider scope in assisting in the development of the city of Oakland and county of Alameda. As a merchant body it has devoted much attention to the license question and has earnestly endeavored to prevent undue discrimination against certain lines of merchandising and has tried, as far as possible, to have all licenses equal and uniform. While not believing in a license for revenue, but rather favoring license for regulation, the Exchange has endeavored to have such licenses as are levied as nearly uniform as possible. The wagon license, under whose provision the merchant would be taxed for making a free delivery of his own goods in his own wagon, has been continuously contested by the Exchange almost during the entire period of its existence, and other discriminatory licenses have been prevented, if possible, and if enacted have been contested.

### OTHER FIELDS OF ACTIVITY.

Another field of activity of the Exchange has been good streets and good roads. The Contra Costa tunnel was constructed largely through the efforts of the Merchants' Exchange and at the present time an earnest effort is being made to connect the inter-county tunnel with Broadway, the principal street of the city of Oakland, with a fair prospect of success.

In the line of general development the Exchange has assisted in many ways, but especially in the work of the Alameda County General Exposition Commission. This commission was appointed in 1903 by the Alameda County Board of Supervisors for the purpose of advertising the county through expositions. Exhibits have been maintained at the St. Louis Exposition in 1904, the Portland Exposition in 1905, the Seattle Exposition in 1909, and at the various California State Fairs since 1903.

In these modern days localities, as well as firms and corporations, must advertise to prosper. It goes without saying that the press is the best field of advertisement and very few if any localities appreciate the vast amount of unpaid publicity donated by the press. Where one person thanks the press, ten probably criticize, not realizing what the press of a locality do for the locality in giving it publicity. Next to the press perhaps the best publicity is the exposition, where products and resources can be displayed and lectures delivered.

### SUCCESS AT LAND SHOWS.

Recently the idea of a land show has been thought out. Alameda county had exhibits at the Omaha Land Show in January and October, 1911, and also at the Chicago Land Show, November, 1910 and November, 1911, and lectures were delivered twice daily by one of the commissioners who attended for that purpose. The Alameda county commission was well satisfied with the results of these land shows. The attendance at Omaha was large, considering the size of the city, and the farming community was well represented by persons who asked intelligent questions concerning employment, productions and resources of Alameda County. At the Chicago Land Show, which continued two weeks in 1910, the attendance was over 250,000, and during the three weeks in 1911 the management announced the attendance at 320,000. There were four lecture rooms and the counted attendance at the two largest lecture rooms during the show was 155,000. Certainly there was an opportunity for publicity which was well occupied.

### TO BE REPRESENTED AT THE 1915 FAIR.

The county of Alameda will surely furnish an exhibit at the Panama-Pacific Exposition in 1915 which will equal, and perhaps exceed, those in the past. With the added experience of past years the commissioners, whoever they may be, will have no difficulty in showing the resources of the imperial county of Alameda. The record of St. Louis, Portland and Seattle in premiums will no doubt be outdone, as we hope and believe the California exposition will outdo all that have preceded it.

The work of the Alameda county commission has been made easy and pleasant by the co-operation of the Merchants' Exchange of Oakland, the Oakland Chamber of Commerce, the Chambers of Commerce of Berkeley, Alameda, Hayward and other progressive cities of Alameda county. The Board of Supervisors of Alameda county has, from the inception of the commission, given to it cordial and hearty support and has provided ample funds for its use. The present members of the commission are Theodore Gier, Frank A. Leach Jr., and Wilber Walker.

The Merchants' Exchange of Oakland in the future, as well as in the past, will co-operate cordially in all measures looking to the development of Alameda county. The present officers of the Exchange are as follows: Daniel Crowley, president; A. G. Taft, vice-president; J. C. Downey, treasurer; Wilber Walker, secretary.

The Railway Age Gazette says: The year 1911 has been in many respects one of the worst twelve months in the annals of the railways of the United States. All through it permanent improvements on most lines were restricted and as for new construction it was almost the body of death itself. It is necessary to go back fourteen years—to 1897—in the records kept by the Gazette to find a time in which the amount of new construction was so small, either absolutely or in proportion to existing mileage. Only a few years ago important lines were being constructed in many parts of the country, particularly in the West. In 1906 the mileage built was 5623 miles; in 1907 it was 5213 miles. Now one looks in vain to find a single large piece of construction that is under way, excepting the Kansas City, Mexico & Orient, which is making progress slowly and under adverse conditions. Even the recent competitive building of the Hill and Harriman lines in Central Oregon has stopped. The halt in railway development has been largely due to business conditions

## FUTURE PLANS OF THE REALTY SYNDICATE CO.

### Largest Owners of Real Estate in Alameda County

The Realty Syndicate, which will take an active part in the developments of Oakland during the next ten years, is one of the wealthiest and largest corporations of the kind in the world. They are the owners of more than \$10,000,000 worth of real estate in and adjacent to Alameda county and hold over \$3,000,000 worth of stock and bonds of the Oakland Traction Company and the Key Route system and the United Properties Company.

The tremendous developments in store for Oakland during the next ten years will see great activities on the part of the Realty Syndicate. This corporation is in the building and real estate business on a gigantic scale. They purchase virgin ground in the best environment on the most advantageous acreage basis, hold the property until the city has built up to it, then put in streets, sidewalks, sewers, etc., and turn acreage into city lots at a big profit. The Realty Syndicate has been given credit for the upbuilding of Oakland and they have probably done more for this community than any other one organization located in Oakland. At the present time they are devoting a large proportion of their energies to the building of homes for individuals, which they sell on favorable terms, providing the same are located upon lots purchased from the corporation. They loan the home-builder money with which to buy the property and allow him to repay the same in fixed monthly installments, the deferred payments bearing current rates of interest.

The Syndicate is not compelled to wait, as is the individual, upon the completion of corporation or municipal facilities. They bring together the complete home and the home buyer, develop neighborhoods of a high-class nature in absolutely new districts, build car-lines and furnish transportation and have been instrumental, to a very great extent, in making Oakland one of the most beautiful home building cities in the country. This corporation also receives the surplus of several thousand investors throughout California, who are secured by an issuance of Realty Syndicate investment certificates paying them 6 per cent. The corporation finds that they can well afford to pay this amount of interest to investors for the reason that they gain a permanency of investment; that is to say, by placing their securities over a wide territory in the hands of thousands of investors, they avoid the risk taken with bank loans, where six or eight banks might, in a financial panic, call for payments at an inopportune time.

Banking precedent requires that a bank shall not loan money in large quantities for long periods. If the Realty Syndicate were to depend upon the banks for money to develop their vast resources, they would at all times be subject to the possibility of being called upon to raise from three to four million dollars in 30, 60 or 90 days, which, of course, could only be done, during hard times, by a sacrifice of a portion of their holdings.

On the other hand, if capital invested with the Realty Syndicate is of a permanent character, with definite dates of maturity, they not only know at all times exactly how they stand financially, but have plenty of money to take advantage of hard times and can actually profit during such periods by making purchases of hundreds of acres of land at rock-bottom prices.

Old and experienced investors agree that hard times must be faced periodically, and that such periods can be made to reap immense profits if properly anticipated by the right financial methods and by a substantial, permanent cash reserve.

The Realty Syndicate cannot hope to depend upon the banks at such times; therefore, to protect their clients, and be able to take advantage of the low prices that always develop when money is theoretically scarce, they prefer to take more time and build up permanently substantial assets rather than to adopt the easier and quicker method of going to the banks and being dependent upon the whims of Wall Street and the unavoidable demands that banks are forced to make when money tightens up.

The second reason why the Realty Syndicate finds it better to cater to a widely scattered clientele is because all banks should rightfully give first privilege to local investors. They could not expect the banks of San Francisco, Los Angeles, Fresno, San Jose, Stockton, and Sacramento to finance great enterprises here in Oakland when they are in duty bound to loan their money in their own cities for local improvements.

Using as they do, all of the time, from two to four million dollars, their Oakland banks would be unable to finance them without handicapping other great public and private enterprises now being carried out in Oakland by concerns other than the Realty Syndicate.

As the largest owners of real estate in Oakland and Alameda county, the Syndicate, for its own good, can best profit by leaving Oakland banks free to loan their surplus to the local public service corporations and smaller institutions of the community, to the home builder, the real estate man, the merchant, the manufacturer and the contractor, who, aided by this money, build up the community and make the Syndicate's assets more valuable without any effort on their part.

The third reason why this corporation prefers a multitude of small investors scattered everywhere is because every investor in its securities is naturally an interested party in all its enterprises. At present the Syndicate has from 4000 to 5000 certificate holders. Every one of these certificate holders has absolute confidence in the institution and lasting friendships are promoted that mean much in a business of this character.

At any time they desired they could probably call upon these 4000 or 5000 certificate holders and receive from them from 20,000 to 30,000 names of people interested in buying land in Oakland. Some day the Realty Syndicate will subdivide its great holdings upon a gigantic plan and at that time their clientele of thousands of certificate holders will be of tremendous value in locating prospective purchasers of their subdivision offerings.

That the Syndicate's ideas in this matter are founded upon a sound basis is evidenced by ample precedent in other cities and are also further proven to be correct by their great success here in Oakland, where, in sixteen years, they have built up probably the largest and strongest institution of its kind in the United States.

The Realty Syndicate have developed nearly one hundred residential tracts in Oakland, many of which have been almost entirely built up. They are in addition to these, the owners of valuable water-front holdings and undeveloped acreage back of Piedmont worth many millions of dollars. They occupy their own building, a Class "A," ten-story, million-dollar structure on Broadway, near Fourteenth street. F. M. Smith ("Borax Smith") is president of the corporation.

## California Land & Water Co.

W. H. HICKEY, Manager



VERY city boasts more or less of some particular firm in some particular line, and this certainly applies to the California Land and Water Co., whose offices are located on the ground floor at 918 Broadway, in the city of Oakland.

At the head of this concern will be found Mr. W. H. Hickey, who is perhaps one of the best generally informed men in the State on soil and land values, and it is due to his efforts that the California Land and Water Company has made such wonderful progress since the firm opened its offices about seven months ago.

Besides making a specialty of small truck and poultry farms the firm also has options on some of the best large ranches in the State. In an interview a few days ago in speaking of the firm's affairs, Mr. Hickey said: "If it did not cost such a terrible lot of money to find the people in the East who contemplate moving to California, we could do even more than at present in the way of building up this vast Western Empire. It is a positive fact that in California a rancher can make more money, in fact can double the money in a ten-acre tract than he could possibly make on a forty-acre farm in Michigan or Ohio. This has been proven time and time again, and while we are talking about small ranches I might say within ten miles of Sacramento we are selling tracts of land in parcels as small as a half acre. This particular property is a part of the Del Paso Poultry Farms and it is amazing the way values are increasing in this section. In a nutshell, I might say California is growing by leaps and bounds. There is a great demand for country lands because of the demand for supplies in the cities. A very good reasonable reason for increasing values and good profits. A man does not need to buy a ranch from us, but through any real estate man that is reliable. And the investment is sure to double in time."

Mr. Hickey is a man who, because of his thorough knowledge of the soil and values, combined with his past reputation for honesty, makes him an exceptional as well as a very desirable man to deal with along these lines.

## If You Are Going to Buy

a home—city or country—it will be to your advantage to see us before you purchase elsewhere. Our list contains many genuine bargains, in Houses, Lots and Farms.

Information cheerfully given.

## CHAMBERS & M'CABE

228 Bacon Bldg.

Real Estate Insurance Loans

## Gold Medal Water Proofing Co.

The Gold Medal Water-Proofing Company are manufacturers of all lines of water-proof goods, and their celebrated Gold Medal clothing stand unsurpassed for quality and durability. This enterprise is located at Twenty-sixth avenue and East Twelfth street, in East Oakland, and is prominent among the growing industries of Alameda county.

This is the largest and best equipped industry of its kind on the Pacific coast, and is operated by men who are well versed in this branch of enterprise, Mr. J. W. Phillips being general manager. Their modern dryer is equipped with water-proofing machinery of the latest design, and has a capacity of 24,000 yards of finished material a week.

The output of the plant has been increased over last year by 33 per cent.

The productions of this concern embody all that good material, expert workmanship and a thorough knowledge of the business can produce, and the growing patronage enjoyed proves the superior quality of their goods. This company issues a booklet, giving the various lines of their productions, and showing the merits of their output, which they will gladly send to any one writing them. The Gold Medal Water-Proofing Company is an institution conducted upon the highest business principles. Their productions are of the highest grade and their industry forms an important link in the chain of Alameda county manufacturing establishments. They offer courteous treatment and honest dealing to all, and a trial of their goods, is convincing proof that they stand second to none.



# Mineral Production of California



RECENT bulletin issued by State Mineralogist Lewis E. Aubury shows the value and quantity of minerals produced in California during a period of twenty-four years. Alameda county, which is popularly classed as non-mineral, figures, however, in the State Mineralogist's record as a mineral producer. During the year 1910 it yielded bituminous rock, rubble and salt valued at \$1,205,287.

Following is a tabulated statement of the principal mineral products of the state and the value of each yearly yield since 1887:

DETAILED STATEMENT OF YIELD AND VALUE FOR TWENTY-FOUR YEARS		
Principal Products—		
Product	Quantity	Value
Asphalt	946,813 tons	\$11,482,784
Borax	878,782,000 lbs.	20,915,254
Cement	17,104,218 bbls.	24,864,964
Clay—Brick	3,582,376 M.	28,164,246
Clay—Pottery	2,328,357 tons	5,517,896
Coal	1,932,132 tons	64,543,568
Copper	452,057,282 lbs.	1,857,457
Gems	.....	379,863,845
Gold	.....	11,233,704
Granite	.....	1,121,557
Gypsum	.....	980,849
Lead	219,902 tons	12,611,528
Lime and Stone	11,570 tons	12,639,124
Macadam	.....	8,612,010
Mineral water	.....	4,330,727
Natural gas	.....	2,093,980
Paving blocks	.....	174,382,770
Petroleum	.....	2,957,106
Pyrites	.....	338,970 tons
Quicksilver	.....	26,214,953
Rubble	.....	12,114,750
Salt	.....	4,517,851
Silver	.....	19,744,612
Tungsten	.....	774,982

During 1911 the production of borax in California was 35,000,000 pounds, valued at \$1,185,000, and Oakland is the headquarters of the largest producing borax concern in the world.

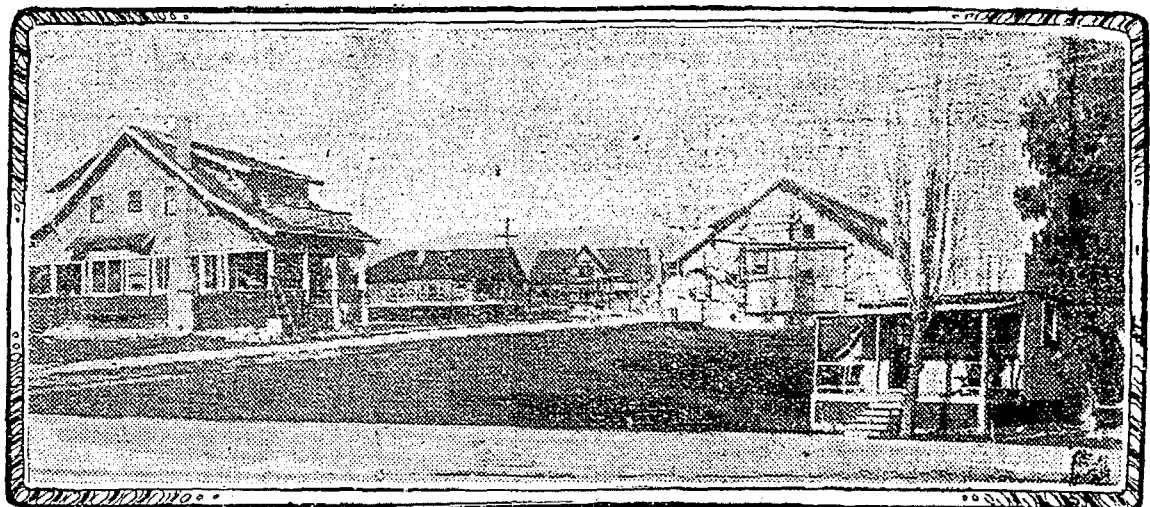
## Own a Home in Sunny California

No place on earth has such a delightful climate or soil so productive and suited to such a wide range of products. Here your LAND NEED NEVER LIE IDLE, as you can plant it any month of the twelve in some one of the numerous paying crops. We go gunning every day for BARGAINS IN REAL ESTATE. California is our "happy hunting ground." Write us what you want. WE'VE GOT IT. If you don't buy a home from us we both lose money.



Suite 605 Union Savings Bank Bldg.  
OAKLAND, CAL.  
Phones—Oakland 19, A-1630.

## View of the Fuller & Todd Tract on East Fourteenth Street, East Oakland.



In any city you go into, in any part of the world, you will find that some firm or body of men are talking about the rapid growth of their business, and if you were to step next door you would find a chronic groutch who hates himself, the world and everything in it. Yet it is the second man who makes the best impression on the average man or woman. Thank goodness, however, Oakland has but few such pests, for they certainly do not belong in a city that is forging ahead like a forest fire.

In writing about the improvements and growth of Oakland the writer was assigned to East Oakland and the instructions were, "Give a good description of what you see out there."

I should like to, but the space I am permitted to use is too small a page. Wouldn't help out much more. But perhaps the most important of all, and the one thing that may give my readers a fair idea of Oakland's growth is best illustrated by describing the Fuller & Todd tract.

From inquiries made at the tract from a man putting in some curbing he replied to my question, "Is this an old tract? I don't place it." "Well," he said, "it is no wonder that you don't. A year ago the people who passed by here going to San Leandro and Hayward looked at this field and said, 'What a pretty field of alfalfa.' It was nothing but an old ranch and it would have been impossible to have made those people believe that such a remarkable thing could be brought about in a year's time." Then I realized, as if in a sort of dream, what had actually happened. I walked over the tract and asked questions of other workmen.

It was then that I, who was supposed to be perfectly familiar, began to realize how fast Oakland was growing and what really wonderful opportunities were to

be had in Alameda county. When a few years ago ranches thrived and where truck farmers raised their vegetables, etc., today is built up with beautiful homes of the rich and the cottages and bungalows of the great middle classes.

Thousands of Oakland people are in the same position I was in a few days ago—"they don't know what the city is doing, how fast it is growing and how rapidly values are naturally increasing."

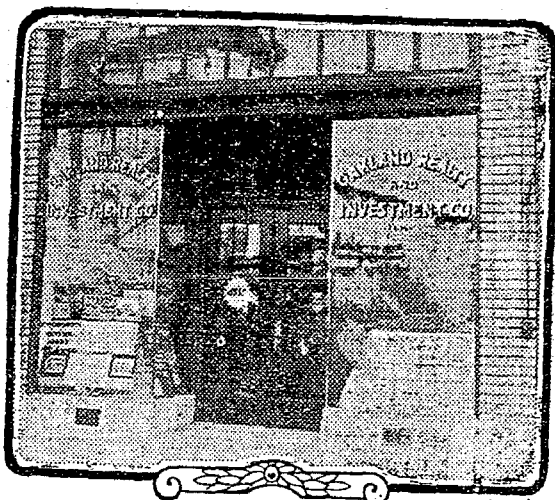
The particular tract that I chose to write about was owned until about a year ago as a ranch by the Dowling Bros., and was sold by them to what is now known as the Fuller & Todd Company, and it has been under the management of this firm that the tract has been built up so rapidly. And this wide awake and energetic firm are rapidly disposing of the property and building homes for its lot buyers on the installment plan.

Already several houses have been erected, as can be seen in the photo above, and there is no question but what the property will be built up very rapidly. The splendid drainage and sewer system besides being sheltered from the winds by the beautiful hills back of the boulevard insures perfect health to those who decide to build here.

The property has all been filled in the low places. The sidewalks are being rapidly completed, and when the company finishes putting in the flowers that it intends putting in between the splendid curbing and gutters and the sidewalks, the Fuller & Todd tract will be a great credit to the city.

And the closeness of the splendid school, the splendid street car system, with a forty-minute service, over either the Key Route or Southern Pacific electric lines to San Francisco and Oakland are only a few good reasons why the Fuller & Todd tract will soon be one of the most thickly settled sections of Oakland.

## Oakland Realty and Investment Company



No other city on the Pacific coast can boast of a more clean set of business men in general than can Oakland. In practically every line of business, one will find men of the highest integrity and it is the thought written above that came into the writer's mind when told to write a comprehensive article about The Oakland Realty and Investment Company, whose large general offices are located at 1293 Broadway, Oakland, where they occupy an entire ground floor space. It is located in the principal part of the city.

At the head of this incorporated firm will be found men whose standing in Alameda county is absolutely unquestioned; men who have shown in the past their abilities to promote land deals of gigantic proportions, and it is deals of this kind, that involve the sale of very high-priced business property and ranches of vast dimensions, that give a firm a standing in a community. These things are ancient history with this firm. For they have long since passed the infancy point in business dealings and are now considered among the few firms in the real estate and brokerage business that are spoken of as one of the big real estate concerns. This, however, as members of the firm have explained to the TRIBUNE, does not mean that the man of small means who is looking for a home or small ranch is not taken very good care of. On the other hand, it is this element that has made it possible for the Oakland Realty and Investment Company to forge ahead. In fact, recently they acquired in the Sacramento and San Joaquin valleys some of the choicest acreage that has ever been offered to the small investor. These large tracts have been cut into tracts of from five to 50 acres, and are being sold on exceptionally easy payments, it being necessary for the purchaser to make but a small payment down and the balance in monthly payments, covering a period of several years. At the end of this time the property will have increased to about double the pres-

ent value. This is by no means a theory, it having been demonstrated by people now living on and near these tracts, that they not only secure an excellent income, but if they cared to offer their property for sale they could sell for three or four times as much as was paid for the property only a few years ago.

It is interesting to relate these features of California lands and values, for, to the easterner it seems almost impossible to believe these things to be facts. But one need only stop to think of the temperature in the east and compare the eastern weather to the ideal winter weather we have here in "God's country," a paradise in every sense of the word.

While writing this article I have stopped long enough to look up today's eastern weather report. In Iowa the thermometer is hovering around 10 above zero. In Chicago it is 18 above; Detroit, 12; St. Louis, 14, and in Oakland it is 74 above, and the women are going about in thin white shirtwaists. And as for the men, not any of the people who have lived here any length of time are wearing overcoats. But here and there you see an easterner who is perspiring and doesn't know why. He wears a top-coat.

The above was written for the purpose of showing the easterner who does not know what the climate is here 365 days in the year. It is never real hot; never real cold; but always delightful. It only goes to show that the state of California is a wonderful state. Its natural resources are marvels of the age. In the early days all we thought of was the gold mines. Today, conditions have changed. The gold mines and oil wells are making hundreds of men and women wealthy. But thousands have splendid incomes from their large and small ranches. People who a few years ago were in what is called the great middle class are today what an easterner would call wealthy, what we call living in comfort. Fortunes of this kind have been made on small 10-acre chicken ranches. For in California, no one is satisfied. It seems so easy to make old Mother Earth come across with a little more cash each month.

Among the firms that have been building up the state, that have brought hundreds of people to Oakland, and located them on ranches or in newly-built homes in Oakland, where their values have been increased over and over again, is the Oakland Realty and Investment Company. This firm certainly deserves much credit and a few more such concerns would be of great service in building up our great and glorious state of California. We say "great and glorious," because it is the truth, and because we are proud of, and love the state for what it has done for us who came here years ago.

It might be well to say in closing this article that at the head of the Oakland Realty and Investment Company will be found the following officers: President, J. T. Masengill; vice-president, Ezra S. Fowler; secretary and treasurer, Charles W. Boxer, and J. H. Gerard, manager. These men are all men who can be thoroughly relied upon in all branches of the real estate business, whether it be sub-divisions, insurance or in the handling of city property and investments. To the man who wants information about Oakland, permit us to suggest to him to see the Oakland Realty and Investment Company.



# Growth of Oakland Bank Clearings

**O**AKLAND'S growing prosperity and increased wealth is plainly demonstrated in the greater amount of its bank clearings during the past year, as well as in the increased resources of the banks. The deposits in the banks are growing at a healthy pace, and considerably exceed that of any previous year in the history of Oakland banking.

The clearing-house does not by any means explain the amount of business actually done in Oakland or in Oakland's banks. For reasons that are well-known in financial circles on both sides of the bay, from \$8,000,000 to \$12,000,000 of Oakland's legitimate business escapes the Oakland clearing-house and finds lodgement in the records of the San Francisco clearing-house, thus improperly inflating the weekly statements of that institution and giving the city across the bay credit for an average of at least \$10,000,000 weekly to which it is not entitled. However, with this handicap, the bank clearings of the Oakland clearing-house are steadily increasing. The record of the past year illustrates this fact plainly.

Following is a comparative statement of each month's bank clearings during the years ending November 30, 1910, and November 30, 1911:

	1911.	1910.
December .....	\$15,456,440.16	\$9,037,448.42
January .....	16,610,841.15	9,636,636.30
February .....	12,016,579.45	12,038,510.90
March .....	14,060,277.83	15,071,417.69
April .....	13,025,706.63	13,146,947.25
May .....	14,170,637.17	12,675,519.20
June .....	14,405,305.64	12,400,320.36
July .....	14,331,340.97	13,663,909.47
August .....	14,760,637.62	12,887,011.64
September .....	13,693,605.61	13,159,179.38
October .....	14,848,280.01	13,990,656.52
November .....	15,453,914.57	13,334,039.26

Totals .....

\$173,033,566.81	\$151,041,596.39
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The bank clearings for the twelvemonth ending November 30, 1911, thus show an increase of \$21,991,970.42 over those of a corresponding period ending November 30, 1910. It is also an increase of approximately \$33,000,000 over the record of the year 1907, which was up to 1910 the most prosperous year in the history of the Oakland clearing-house since it was organized, and, in round figures, it is over \$96,000,000 in excess of the record of the year of financial depression which followed the New York panic of November, 1907. In 1909 the bank clearings showed a material gain over 1908, as the result of the gradual restoration of public confidence and the return of money secretly hoarded when the financial depression set in, and the clearings of the year 1910 showed an increase over those of 1909 of \$60,953,600.83. An approximate estimate of the bank clearings for December shows that the record of 1911 exceeds that of 1909 by at least \$76,500,000.

The annual bank clearings of the Oakland clearing-house, including the year of the San Francisco earthquake and conflagration, make the following showing, the December clearings in 1911 being estimated:

	Amount.
1906.....	\$120,853,366.83
1907.....	140,416,038.98
1908.....	76,847,792.99
1909.....	96,527,088.09
1910.....	157,480,688.92
1911.....	174,000,000.00
Total.....	\$766,126,975.81

## IMMENSE FRUIT ORCHARDS.

In Alameda county are to be found the largest current patches in the United States, raspberries attain a diameter of over an inch, the shipment of cherries is greater than the combined shipment of this fruit from all other counties of the State.

Rhubarb attains its highest perfection in Alameda county and is ready for shipment early in February—weeks before it comes in abundance from any other section. In 1908, over 4,000,000 pounds of rhubarb were grown in this county.

# BIG APPLE ORCHARD

## Oakland Concern Promises to be Largest of Its Kind in the Country

A TRIBUNE reporter interviewed Mr. L. M. Mathews, the apple orchard planter, at his office, 39 Bacon building, recently, and Mr. Mathews told him that he was developing the largest one-tract apple orchard at present existing; and after 30 years of horticulture experience, that he was now crowning his life's effort in the production of the Mathews apple plantation of 2500 acres, located near Calneva, Honey Lake valley, on the line of the transcontinental Western Pacific railroad.

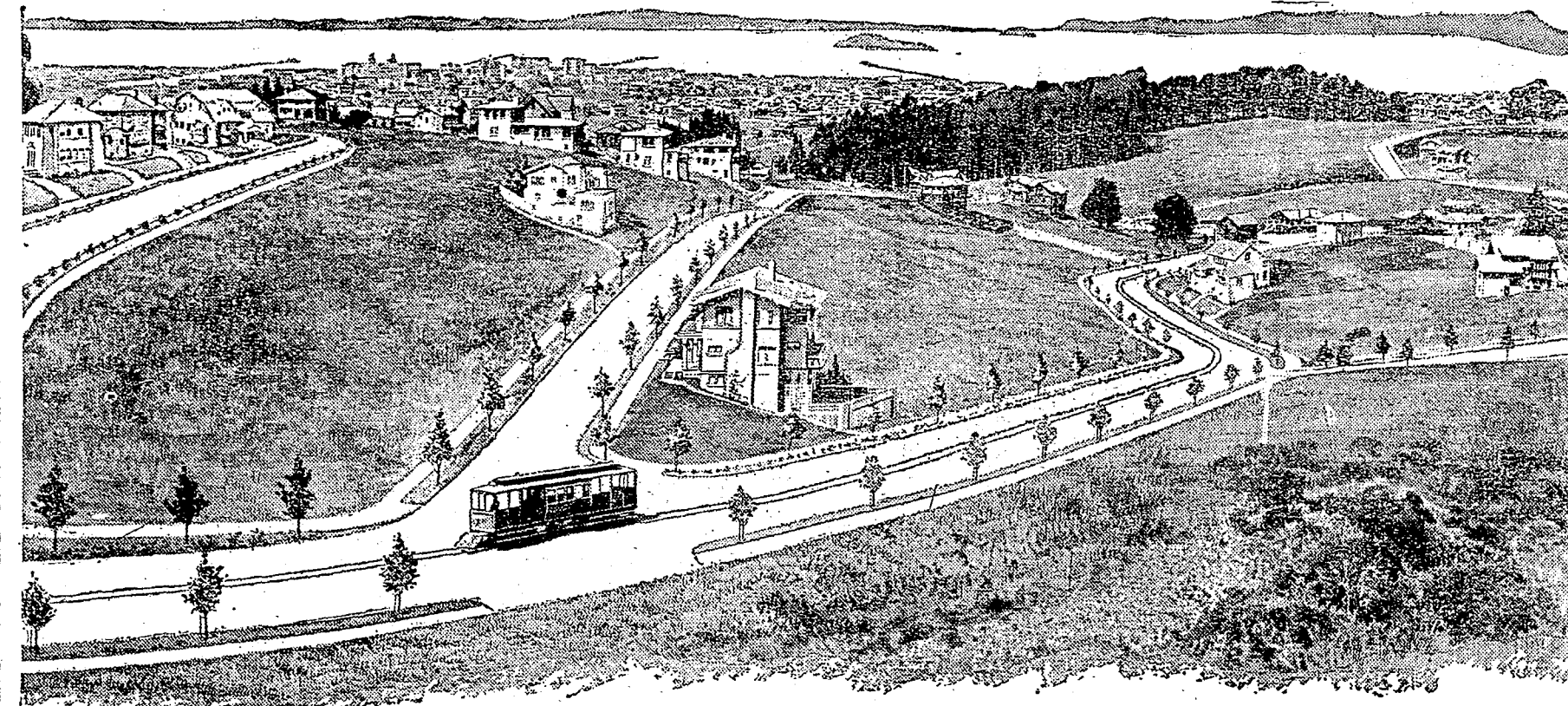
Mr. Mathews bought this land from Mr. Fred W. Lake, a large private land owner of Oakland. After exhaustive search and a long and patient study of conditions, climate, transportation, irrigation and soil, he secured this richly endowed apple producing land, which he says is the finest soil, level and sub-irrigated, and most exceptionally located to avoid tree and insect disease, with 40 years' of proven apple production, and a growth of bitter root shrubbery on its soil indicates the great productive possibilities of enormous apple crops. The Honey Lake valley apples won World's Fair prizes in Chicago in 1893. The apple grown in this valley, if properly cared for, are very large, and produce a high flame color, with a most delicious

flavor, and are splendid packers, shippers and keepers, but need much thinning of the young fruit to produce the large commercial apple, and prevent the breaking of the loaded trees. The most remarkable fact, however, is that the acreage of this orchard is being sold for but \$150 dollars; \$50 cash, \$50 in one year, \$50 in two years; no interest; clear deeds; land being fenced with rabbit-proof wire and galvanized steel posts; irrigation being provided, and two-year-old nursery apple trees to be planted all within the year, of high-class commercial varieties. The cultivation of the orchard for five years is included, and no taxes.

Mr. Mathews says that he wishes to be safely conservative in his promise of profit, by saying that any acre of this orchard will net the owner \$300 per year, after the fifth year, which is a profit of 200 per cent on the investment, and no time of the owner required, who may live where he pleases; and these orchard acres may be bought by anyone, anywhere, from one acre to 100 acres; five acres should safely bring a net yearly income of \$1500. THE TRIBUNE representative on investigating the literature and forms of printing used in the sale of these orchard acres, advises readers of THE TRIBUNE to write for information to:

# MATHEWS APPLE PLANTATION

## 39 Bacon Building, Oakland



Here is a characteristic scene in the properties of Wickham Havens Incorporated, the largest business organization in the west exclusively devoted to the development and sale of high-class residence sites. The above reproduction from a photograph shows clearly how beautifully situated are these developments, lying on the gentle slopes of the hills, overlooking and only a few minutes' distant from the business district of Oakland. The view from the properties is one of the most glorious in the world. Not far away lies Lake Merritt like a silver mirror in the green frame of its surrounding parks. Beyond are the roofs and towers of the growing city, while spread out in an everlasting panorama are the "salt and smiling" waters of San Francisco bay with its bordering hills, its scattered islands;

the city of San Francisco veiled in smoke, and far and dim through the Golden Gate the wide expanse of the grey Pacific. The Wickham Havens properties are vast in extent, comprising over a thousand acres, and reaching from Central Piedmont to the head of Fruitvale avenue. In the development of this great home-park the firm of Wickham Havens Incorporated has constructed at its own expense some thirty miles of macadamized avenues, as fine as any in the world, has made seventy miles of concrete sidewalks, has planted many thousands of shade trees, and has assisted in the establishment of parks and beautified certain entrances with stately pillars, so that from boundary to boundary, there is not one unsightly feature. Most of the development has been sold and is now covered with charming modern homes, coincident with which growth property values having increased tremendously, so that profits to buyers are estimated at several millions of dollars. Crocker Highlands, from which the above picture was taken, is one of the newer tracts, not yet built up, and still presents great opportunities for investment and to the person who wants an ideal site for a really fine home. This tract is in the very center of the Wickham Havens developments, nearly a mile nearer than Central Piedmont. In the Fourth Avenue district there are also one or two holdings still available to the man of moderate means who wants a pretty bungalow home with a beautiful view, away from the dust and noise of the business district. Wickham Havens Incorporated is not only one of the largest of Oakland's business organizations, but enjoys a high reputation throughout the State. This firm occupies the entire top floor of the Oakland Bank of Savings Building.



## California Farm and Orchard Products

The following table, which is based on the average production for the last five years, shows the relative importance of the several groups of products upon which the prosperity of California primarily depends:

	Rank	Production, Total.	Av. An.	Pct.
*Farm products .....	1	\$78,370,000	19	
Orchard products .....	2	66,550,000	16	
Forest products .....	3	52,070,000	13	
Dairy products .....	4	40,530,000	10	
Farm animals, etc. ....	5	39,950,000	10	
Minerals (other than oil) ..	6	37,160,000	9	
Petroleum .....	7	30,195,000	8	
Vineyard products .....	8	25,370,000	6	
Field crops (other above)....	9	25,000,000	6	
Garden products .....	10	8,455,000	2	
Fish and game .....	11	5,100,000	1	

\$408,750,000 100

\*Barley, wheat, oats, corn, rye, hay.

### BIGGEST WIRELESS STATION.

The new wireless station to be erected at Fort Myer, on an elevated plateau near Washington, promises to be the most powerful in the world, even surpassing the famous Eiffel Tower. It will consist, says The Inventive Age (Washington), of three steel towers, arranged in an isosceles triangle, with the tallest tower as the apex. We read further:

"This tower will be 600 feet high, and the other two 450 feet high. The aerial wires will be stretched from outriggers on the top of the tower. Each tower will rest on a cast-steel base, supported in turn by a concrete foundation, and anchored to the earth by great bolts. The anchorages will be insulated by marble slabs and sulfur fills. It is expected that 900 tons of steel will be used in the construction, which will cost about \$150,000, which will cover the cost of engine, laboratory, etc. By this station, wireless communication will be established between Washington and the Panama Canal. Guantanamo, Cuba, where an important naval base is being installed, will be within constant speaking distance; and war-ships will be within control as far as the Azores. The towers are expected to have a working range of 2000 miles, and under favorable conditions greater distances will be covered. Navy officers predict that the new station will pick up San Francisco in one direction and Paris in the other."

### YUKON GOLD PRODUCTION.

The gold production of Canada is mainly derived from the Yukon and British Columbia. The exhaustion of the richer gravels of the Yukon has led to a diminished but much steadier exploitation of the placer deposits. The production from this territory in 1910 was \$4,550,000. The future production will probably increase annually owing to the mining being put on a more stable basis, due to the reduction of costs and the advent of large companies. Large companies are carrying on extensive operations for dredging and hydraulic mining for the purpose of working over the old tailings and large deposits of low-grade gravel. The gold production of British Columbia was \$5,432,000 in 1910, most of it being from auriferous copper pyrite in the Nelson and Rossland districts.

### INCREASE IN POPULATION.

The government census of 1910 shows the following data on population and its increase for the state, Alameda county, and the three cities on the east side of the bay:

	1910	1900	Per Cent. Increase
State of California .....	2,377,549	1,485,053	60
County of Alameda .....	246,131	130,197	89
City of Oakland .....	150,174	66,960	124
City of Berkeley .....	40,434	13,214	206
City of Alameda .....	23,333	16,464	42

### ALAMEDA COUNTY'S WIDE AREA.

Alameda county has an area of 800 square miles and a population according to the census of 1910 of 246,131 people. 216,000 of these people are located within an area of 50 square miles, comprising the cities of Oakland, Alameda and Berkeley, the other 30,000 being scattered throughout the remainder of the area of 750 square miles.

### THE FERTILE SOIL.

Of the 800 square miles in Alameda county 50 are taken up with the three main cities, Oakland, Alameda and Berkeley, 250 square miles along the back country is composed of rolling hills, adaptable only for pasturage, while the remaining 500 square miles in the county, or 300,000 acres, is a rich alluvial soil of great yielding power.

### VALUE OF THE LANDS.

In Alameda county good farming land can be purchased for from \$50 to \$500 an acre; residential property for from \$5 to \$200 a front foot; business property for from \$25 to \$3,000 a front foot (the latter prices prevailing in the business sections of the City of Oakland).

### PRODUCTION OF SUGAR BEETS.

The land in many sections of Alameda county is especially adapted to the production of sugar beets. From 15 to 25 tons to the acre is the average yield, although some ranchers have produced as high as 32 tons to each acre. The sugar factories pay a flat rate of \$5 a ton.

## Hunt, Hatch & Co.

OAKLAND'S LARGEST COMMISSION HOUSE.

Some fifteen years ago at Adams wharf a few men started the firm of Hunt, Hatch & Co. At that time it was like jumping into the lion's jaws for men of small means to start a commission enterprise. Men of great wealth had been in the business for years and they did many things to stop the fast progress of this new firm, with new blood, but their efforts counted for naught. Today the firm is at the helm and is recognized as the largest firm of its kind on the Coast.

They have besides their main store and office at Eleventh and Harrison streets, a store at 338-340 Eleventh street, Oakland; a store at 2583 Shattuck Ave., Berkeley; also at 216 Washington street, San Francisco. From their mammoth warehouse at the foot of Webster street, they operate three steamers (which belong to the firm) between Oakland and Sacramento river points. They own a large apple packing house at Sebastopol, California, from which they make their early shipments to the large Eastern cities each year. They act as commission merchants and handle green and dried fruit, potatoes, flour, hay, grain and butter and poultry, eggs, etc. So enormous is their connection that they are able to accept the largest

consignments and to pay for them the highest market price. The company can make the promptest shipments from boats at its wharf. While the most up-to-date facilities have been installed for receiving and dispatching consignments from all the other branch depots.

The firm is composed of Mr. George W. Hatch, president; C. W. Hunt, vice-president; W. M. Wheeler, Secretary; A. Ginoux, manager, and F. Gay, traveling representative.

HOME INSURANCE CO., NEW YORK  
WESTCHESTER FIRE INSURANCE CO.  
PHOENIX ASSURANCE CO., LONDON  
FIDELITY & CASUALTY CO., NEW YORK

I. HARRISON CLAY  
LAWRENCE S. HOTCHKISS

## I. H. CLAY & CO. INSURANCE

1294 BROADWAY

OPPOSITE 16TH ST.

PHONE OAKLAND 2900

OAKLAND, CAL.

# Another Great Gold Mine Discovered in Nevada

At intervals during the past fifty years great gold and silver mines have been discovered throughout the State of Nevada, which have returned independent fortunes from small initial investment. The combined output of the Comstock, Eureka, Tuscarora, Candelaria, Tonopah, Goldfield and other great camps of the Sagebrush State has vastly exceeded ONE BILLION DOLLARS.

A mine has recently been discovered in Nevada which promises by its great showing of high-grade gold and silver ore to soon take its place among the big producers of the state. This property is now owned by the

## Eastern Star Mining Co.

The organizers of the company have sunk a shaft to a depth of 150 feet and run short drifts on the vein at the bottom, opening up an astonishingly fine body of ore. The entire vein for a width of about five feet is good pay ore, while a streak from eight to ten inches in width shows average values of from \$500 to \$1500 per ton. Picked samples show values running into the thousands.

### OFFICERS AND DIRECTORS.

The Eastern Star Mining Company is controlled by men of ability and integrity. Mr. A. J. Stinson, President, is a mining man of Nevada of high standing. Mr. Geo. A. Bartlett, Vice-President, was formerly United States Representative from Nevada, a gentleman of soundest integrity. Mr. John Reinmiller, Treasurer and Director, is an able mining engineer, formerly superintendent of the Pittsburg Silver Peak Mine.

## Limited Offering of Treasury Stock

A heavy flow of water in the mine requires the installation of a plant of machinery before development work can be carried further and ore shipments commenced. To provide funds for this purpose, we offer, as the company's authorized fiscal agents, 50,000 shares of Eastern Star Mining Company treasury stock for immediate subscription at 20c per share. With this plant of machinery installed, the property will be self-sustaining and no further offerings of stock will be made.

The showing in the Eastern Star property is truly remarkable. It certainly will develop into one of Nevada's great gold and silver mines. Developments of the coming few months will, we believe, make Eastern Star stock worth \$1.00 per share, and its possibilities extend very much beyond that mark.

Upon request, we shall be pleased to furnish further details, reports, etc., regarding the Eastern Star property. Fill in one or both of the following coupons and mail to us today.

## The G. S. JOHNSON COMPANY

FINANCIAL AGENTS

927-936 Phelan Building, San Francisco, California.

The G. S. Johnson Company,  
927-936 Phelan Bldg., San Francisco, California  
Gentlemen—I hereby subscribe for .....  
shares of treasury stock of the Eastern Star  
Mining Company at 20c per share, and enclose  
\$..... in payment thereof.

T. A.

The G. S. Johnson Company,  
927-936 Phelan Bldg., San Francisco, California  
Gentlemen—Please send me further details,  
reports, etc., relative to the Eastern Star Mining  
Company.

T. A.



## Aerial Flights With Passengers

The carrying of as many as six passengers on aerial cross-country flights of one hour in 1911, and the development of an aerial taxicab, which has flown successfully, has put heart into those who believe the aeroplane has a future as a means of public rapid transit. It will also undoubtedly be used for the regular carrying of mail in the near future. The severe tests for French military aeroplanes resulted in seven machines making a flight of 186 miles without a stop, when carrying two men and 660 pounds of dead weight. The winner was a Nieuport monoplane, piloted by Weymann, the American aviator, who also won the International Cup race for this country with the same make of machine on July 1st last. He made an average speed of 72 miles an hour in the military contest, with a 70-horse-power monoplane, whereas, in the International race, he made 78.1 miles with a 100-horse-power motor.

## UNIVERSITY OF CALIFORNIA STATISTICS.

Number of students, 3500 at Berkeley, 750 in Affiliated colleges.  
Number of faculty, 387.  
Value of buildings on campus, \$2,601,924.98.  
Acres in campus, 530.  
Capacity of athletic field, 17,500 seated, with standing room for 3000 more.  
Capacity of Greek Theater, 8000.  
Annual income of University, \$1,750,000.

## LEADS ALL COAST CITIES.

Oakland leads all cities on the Pacific coast in the value of new structures per square mile of city area, as follows:

Oakland	\$62,780
San Francisco	61,019
Seattle (over)	20,000
Los Angeles	9,836

## CLIMATE IS UNSURPASSED.

Alameda county probably enjoys the most equitable climate of any county in the State of California. It has been estimated that the average is 80 per cent perfect days. During an average year it never gets warmer than 90 degrees Fahrenheit and seldom colder than 36 degrees. The average is 60 degrees, and it seldom changes more than 11 degrees during the day.

## PUBLIC BUILDINGS OF OAKLAND.

During the past year seven new buildings have been added by the department to Oakland public school facilities at a total cost of \$1,240,000, covered by a bonded indebtedness. The land, which was bought for \$200,000, is now moderately estimated to be worth \$500,000.

## VITAL STATISTICS.

The annual death rate in Oakland is twelve per thousand.  
Population: 1860, 1,549; 1870, 14,500; 1880, 34,555; 1890, 48,682; 1900, 66,000; 1910, 150,174.  
Assessed Valuation: 1911, \$126,194,600.

## STATISTICS RELATIVE TO OAKLAND'S STREETS.

Paved streets, asphalt and basalt	23.10 miles
Oiled macadam	50.31 miles
Macadam	276 miles
Graded and partially paved	155 miles
Total streets	504.41 miles

There are approximately 644,000 telephones in the United Kingdom, but it is estimated that if the system were used in the same ratio to population as in the United States, the number would be nearly 3,000,000. Judging from the history of the telegraph service, it is expected that the transfer of the telephones to the government will result in a great extension of the system.

For the eleven months ending November 30 the bank mortgages and deeds of trust recorded in Alameda county aggregated \$33,132,308.89; personal mortgages and deeds of trust, \$25,777,962.19, making a grand total of \$58,960,268.08. The bank releases and reconveyances during the same period represented the sum of \$9,017,097.07, and the personal releases and reconveyances, \$7,904,697.06, making a grand total of \$16,921,794.13.

Oakland harbor has five shipyards, namely, that of the Southern Pacific Company, at the foot of Peralta street; Moore & Scott's yards, at the foot of Adeline street; Pacific Shipyard and Ways Company, at Alameda Point; United Engineering Works, east of Harrison-street bridge, and the Atlas shipyard, at the foot of Eleventh avenue.

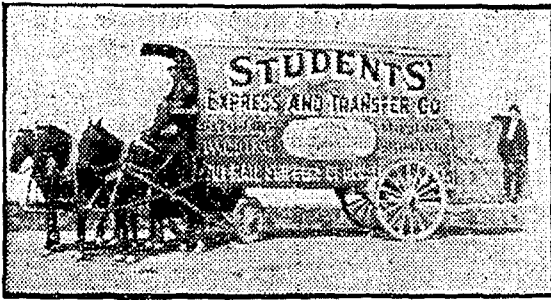
Over 3000 vessels have moored at the long wharf of the Southern Pacific Company, on Oakland's western water front, during the past year, and loaded and discharged cargoes of over 1,500,000 tons of merchandise, valued approximately at \$40,000,000.

Oakland's Lakeside Park band is the largest on the Pacific Coast, consisting of forty pieces, and led by one of the best-known and most accomplished musical directors in the country.

Oakland has ten public playgrounds and athletic fields, only two of which are closed in the winter season. The rest are used summer and winter.

California's cement industry yielded 5,620,000 barrels during the fiscal year ending June 30, 1911.

## Students' Express



The Students' Express and Transfer Company, whose office is located at 2110 Shattuck avenue, Berkeley, is the representative and leading concern of this kind in Berkeley. Not only are they keeping pace with the commercial and industrial growth of the city, but their business is conducted in such a manner that insures satisfaction to their patrons.

Some idea of the magnitude of their operations may be gained from the fact that their three large warehouses, located on Adeline street, comprise over 100,000 feet of space, and that they keep twenty head of horses which they use in the operation of the business. They are equipped to move anything that is movable, and the greatest of care is always taken in the handling of household goods and merchandise, while the service is of the highest character and the prices charged are of uniform rank. Recently the Students' Express Company took over the large reinforced concrete warehouse of the old Peoples Express Company in order to have more space for their fast-growing business.

In point of equipment, service and honorable dealing the Students' Express and Transfer Company is

PHONES: Oakland 576; Berkeley 5944.

## F. M. SANBORN COMPANY

FLORISTS, SEEDSMEN, NURSERYMEN

**NURSERIES.** Derby and Grant, Berkeley; Glen Ave., near Piedmont, Oakland, Calif.  
**FLORAL SHOPS.** 1167 Broadway, Oakland, Calif.; University & Shattuck, Berkeley; Bancroft & Telegraph, Berkeley.

able to compete with any concern of the kind in the country, and they are deserving of a place among the progressive business enterprises of our city. The business is under the management of A. L. Fowle, whose aim it is to see that satisfaction is rendered in every instance. Anyone giving his business to the Students' Express and Transfer Company may rest assured it will be ably taken care of. John R. Driver is the president of this firm. He is also one of the largest ranch operators in California.

## Peoples Express and City Transfer Co.

The development that has been going on in the vicinity of Oakland for the past few years has been truly marvelous. There is not a single line of commercial enterprise or industry that has not received a powerful impetus as a result. The barometers by which extent of this development may be judged are of various kinds. However, perhaps none of them offers a better criterion by which to determine this trend of trade than does the transfer business.

In this particular line there are few if any firms more popular than the Peoples Express Company, having been established for many years and just recently consolidated with the City Transfer Company.

This concern maintains its main office at 632 Thirteenth street, and it is here that the general public comes in contact with the owners of the concern. Mr. C. F. Calkins, who is at the head of this concern, is a man of great ability and has shown this ability in the way that he has so rapidly built up the firm's business. Mr. Calkins has a very pleasing personality, and this is undoubtedly largely responsible for the firm's growth.

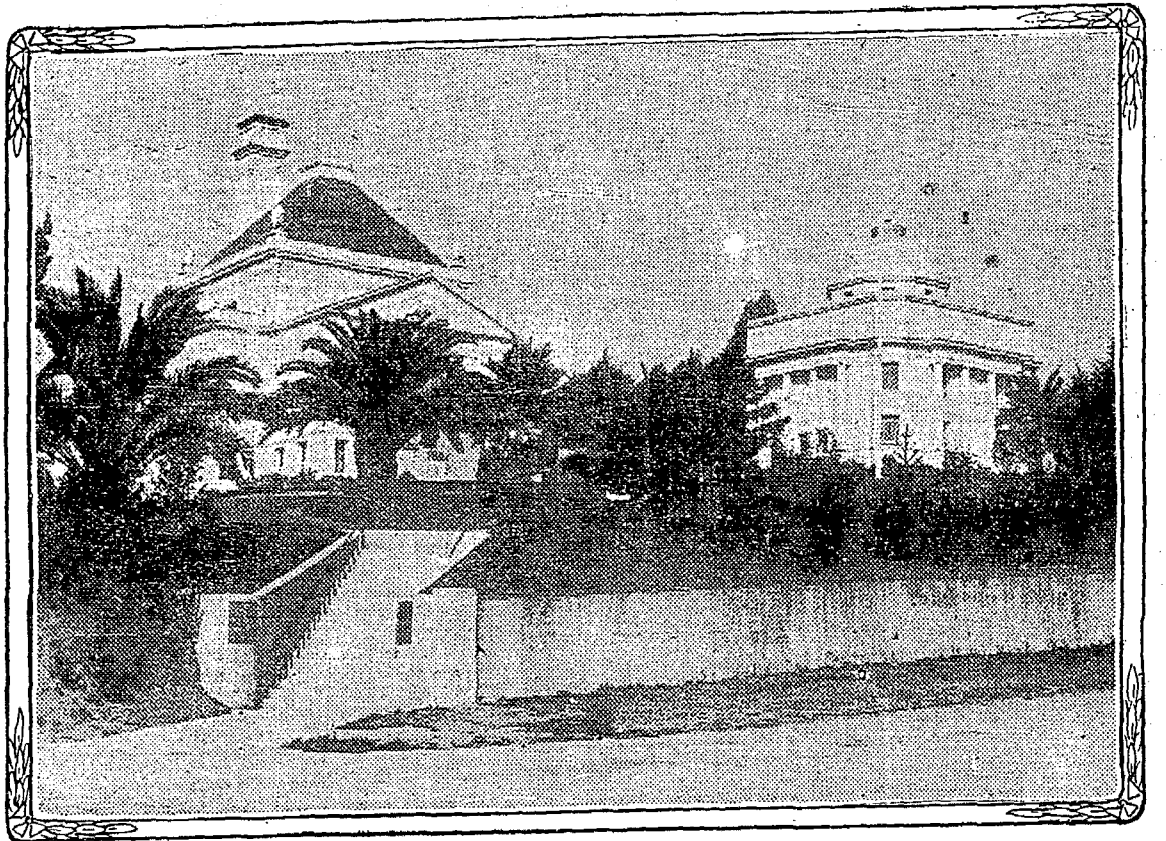
Associated with Mr. Calkins is Mr. F. E. Nash and Mr. G. W. Black, who superintend most of the more important outside work in Oakland and San Francisco respectively.

This firm has had a really marvelous growth and it can be truthfully said that this growth is largely due to the straightforward method that the owners have in doing business.

The company has all of the contracts for hauling the scenery and trunks for the Oakland theaters, and this is by no means a small job. It requires both skill of management and hard work, as nearly all of the changes must be made between the time that the theaters close on Saturday night and the Sunday matinee.

The City Transfer Company makes a specialty of forwarding and distributing. It maintains besides its San Francisco office at 215 Taylor street, the Oakland office and a fire-proof warehouse. It is the only transfer company holding special baggage privileges from the Santa Fe Railway Company, as well as several steamship companies.

# THE OAKLAND CREMATION ASSOCIATION



OFFICE IN THE CREMATORIUM BUILDING, HOWE AND MATHER STREETS, OAKLAND. Visitors always welcome between the hours of 9 a. m. and 5 p. m.

## ASHES TO ASHES.

"No intelligent faith can suppose that any Christian doctrine is affected by the manner in which this mortal body of ours crumbles into dust."—Bishop of Manchester.

Almost without exception, persons having witnessed a cremation are full of admiration for this method of disposing of the material remains of those they love. One can feel God's presence near, and it is as though He and His angels have come in all their glory to welcome a returning spirit home and help it throw off the dust of its earthly life and to clothe it in raiment fitting the pure state into which it has entered. The part that is left to earth is as pure as the spirit that has gone from it—it has been "purified by fire and is as gold."

The company has completed at an enormous expense one of the finest Columbariums in the world. The building is a model of its kind and is as beautiful as money can make it. Flowers and shrubs are there in abundance to make it as attractive as possible and resting places are fitted up throughout for those who come to visit.

Application for incineration must be made at the office of the secretary, or else through any undertaking firm, who will make all necessary arrangements.

The entire cost of incinerating an adult.....\$30.00  
Of a child from five and under 15 years of age 15.00  
Of infants from birth and under five years..... 10.00

This includes use of chapel, organ and services of organist when desired, and a copper receptacle for the ashes.

## OFFICERS AND DIRECTORS.

### OFFICERS.

George W. Reed, president.  
Dr. F. R. Jordan, vice-president.  
Alice Hawley, secretary.  
First National Bank, treasurer.

### DIRECTORS.

George W. Reed.	F. F. Mood.
George R. Crane.	A. E. H. Cramer
Dr. E. T. Hosford.	Dr. F. R. Jordan.
M. T. Emmert.	



# Operations of Oakland's New Civil Service Commission

(By HARRISON S. ROBINSON, President of the Civil Service Board.)



HE civil service board would more aptly have been named the efficiency board. It is in the direction of efficiency that all its labors point.

Civil service is included because, rightly conducted, it makes for efficiency; and the city has laid upon the board the task of protecting and rewarding the efficient employee of separating the inefficient one from the service and of assisting to bring the organization and system of the city departments to the highest standards set by modern business because all these things make for efficiency in the city service.

## NEW IDEA IN CIVIL SERVICE.

The old idea of civil service was to hold examinations and quit. Oakland's idea is to hold examinations and begin. We are more interested in what a man does after he gets to work for the city than in what he did before. Neither is it usual for a civil service board to concern itself with the internal workings of departments, but in a new-grown city there are new things to do.

## CHANGES MADE NECESSARY BY EXPANSION.

The municipality of Oakland finds itself in a position similar to that of a commercial concern which has in a comparatively few years grown by leaps and bounds from a small establishment to a big one. In these few years the number of people to be served, the number of different kinds of service which must be attended to, and the amount of money which must be spent and which must be collected, have all increased many fold. The city's physical growth, the ambition of its citizens and the new and widespread demand that city government broaden its scope and greatly increase the number of its functions, have all combined to change the official city of Oakland from a small and simple institution to a large and complex one.

During this period of rapid expansion every day of the working time of the city's high officials has been more than filled with taking care of pressing problems and increasing business. The thought and energy that they have given to close systematizing and organization, either as between departments or within departments, has of necessity been incidental to the main work.

## PLANS OF THE DEPARTMENT.

It is now the mutual purpose of the city administration and of the civil service board as one of the parts of the administration that the board shall intimately acquaint itself with each department, its functions, its personnel and its workings; that, using the knowledge thus acquired and applying the best principles of up-to-date business practice, plans shall be devised and put into effect giving Oakland the most efficient and economical city government to be found in the country. That is the ideal toward which the board is striving.

Some progress has been made. To be specific, here is some of the work on which the board has been engaged in the four months of its existence:

The making of a complete list of every place of employment in the city service, showing the title, duties actually performed, salary, name of occupant, when the occupant entered the position and when he entered the city service. There are approximately 930 city employees.

The making for each department of a diagram showing its present organization, exhibiting every place of employment, name and salary of occupant and exactly to which official each employee directly reports. Information for this purpose is obtained by personal interviews with officers and employees.

The classifying into divisions, groups and grades, on the basis of duties performed, of all places of employment.

The devising of plans for reorganization, where such course seems advisable, and the recommendation of salary changes where necessary to equalize duties and compensation.

The establishment, as rapidly as possible, of mental, physical and experience standards for each class of employment and the creating of an eligible list for each such class by holding competitive examinations.

The devising of a workable scheme for keeping an efficiency record of every employee.

The board has taken up its task in a well-governed city and hence must work much harder for results that will be noticed by the citizens in general, than if it found Oakland corrupt or mismanaged. The board means to proceed surefootedly, with a spirit of fairness and consideration for every employee and with the fixed idea that the taxpayers must get a dollar's benefit for every dollar of taxes paid.

## OAKLAND'S BRIGHT FUTURE.

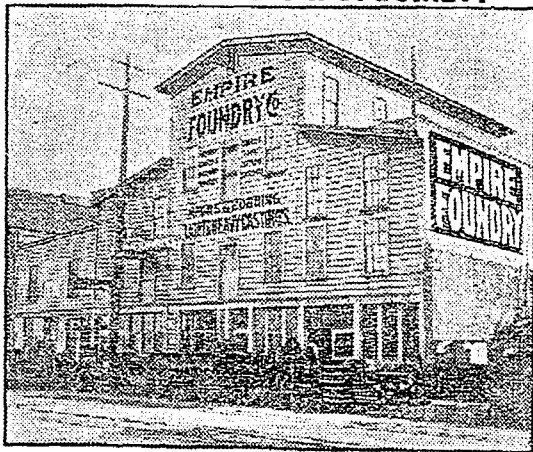
"To California Over the Santa Fe Trail," published by the Santa Fe railroad has this to say about Oakland:

"Suffering somewhat in prestige by having been considered for many years as a suburb of San Francisco, Oakland has recently been asserting a marked and aggressive individuality of its own, and probably no city on the Pacific coast has made more marked progress in the last five years than has this wonderfully favored town. With a population now of considerably more than one hundred thousand, Oakland has thrown off the swaddling clothes of suburbanism and become distinctly urban, with a clearing-house of its own, with large and numerous banking houses, hotels, theaters, cafes, public buildings and all the other indicia of a rapid rounding into metropolitanism. It has had a wonderful development in the last few years, and has every assurance of a prosperous future on its own merits.

"Resting in the great amphitheater formed by the Sierran foothills back of it, with the great bay on its front and a landlocked harbor six miles in length on its southern side, its location is at once picturesque and commercially most fortunate. Its eastern shore has fifteen miles of water front, while Oakland Estuary and the basin lying at its head is suited for shipping of larger draught, and the shores for extensive shipbuilding. Manufacturing interests will move steadily up the eastern shore of the bay; the room, the small cost of ground, close touch with overland railway, ship and factory appealing to manufacturers."

W. B. Straub, Pres. and Mgr. H. L. Crow, Vice-Pres  
O. P. Nauert, Secretary.

**Empire Foundry Co., Inc.**  
ALL KINDS OF FOUNDRY WORK  
LIGHT CASTINGS A SPECIALTY



Manufacturers of Mantel Grates, Plumbers' Supplies, Hardware Specialties, Street and Sewer Castings.

433 THIRD STREET PHONE OAKLAND 3703

# Mayne Mining Co.

Among the enterprising and wideawake mining men with headquarters in Oakland is C. E. Mayne, president of the Mayne Mining Company of Manhattan, Nev. The Oakland office of this company is 210-211 Bacon building.

Manhattan, Nev., has made wonderful strides to the front during the past year and is now considered by competent mining men to be the best mining camp in the state. The output in gold bullion amounts to about \$100,000 a month, and as soon as the two new mills and samplers now in course of construction are finished the bullion shipments will be more than doubled at once.

Mr. Mayne was one of the first men to arrive in the camp after the discovery of gold at Manhattan, and had an opportunity to make choice selections of property.

The Mayne Mining Company owns the controlling interest in fourteen different mining companies. In addition to attending to his mining interests Mr. Mayne has recently organized a company for the purpose of buying and selling real estate on the Oakland side of the bay.

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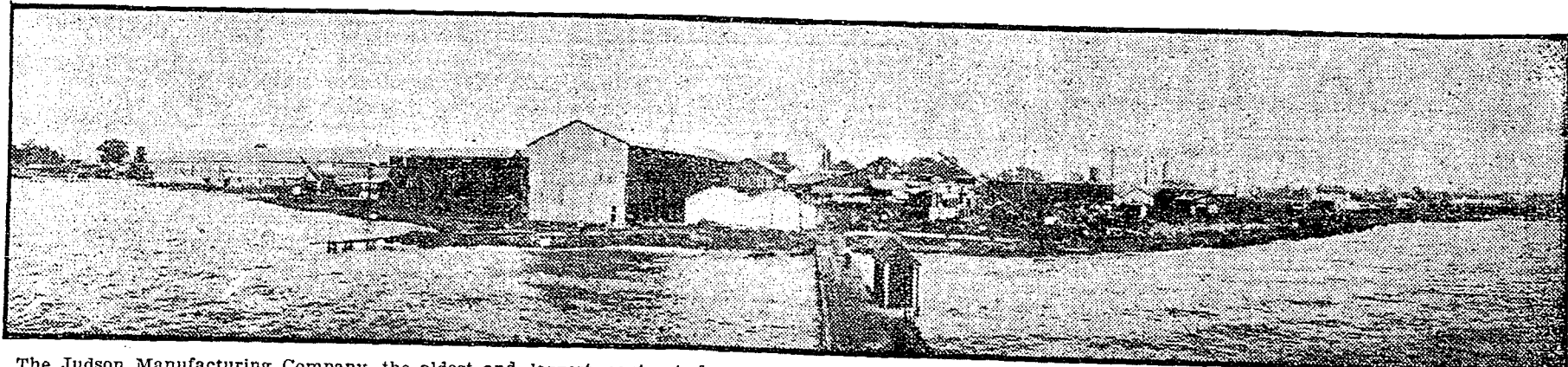
**Great Western  
Smelting and  
Refining Co.**

SPEAR AND FOLSOM STS.

San Francisco

Linotype, Stereotype, Monotype and Electrotype Metals, Babbitt, Solder, Lead, etc.

# Judson Man'fg Co. Manufacturers of Bar, Plate and Structural Iron and Steel



The Judson Manufacturing Company, the oldest and best known manufacturing firm on this side of the bay, was incorporated in 1882, and in addition to its rolling mill, which is the largest on the Pacific coast, comprises also completely equipped shops for the fabrication of structural steel and bridge work, together with an efficient bolt manufacturing department, blacksmith shops, a factory for the manufacture of tacks and nails of every description and a foundry. All kinds of iron and steel work from the smallest tack to the largest steel frame building are being manufactured. At present the steel for the new Oakland city hall, the

largest contract for steel ever let upon the Pacific coast, is being fabricated. This contract was taken in direct competition against all the steel fabricating shops of the United States. Among the other large buildings constructed in Oakland are the Bacon block, Union Savings Bank building, Young Men's Christian Association, C. J. Heeseman's and the H. C. Capwell building.

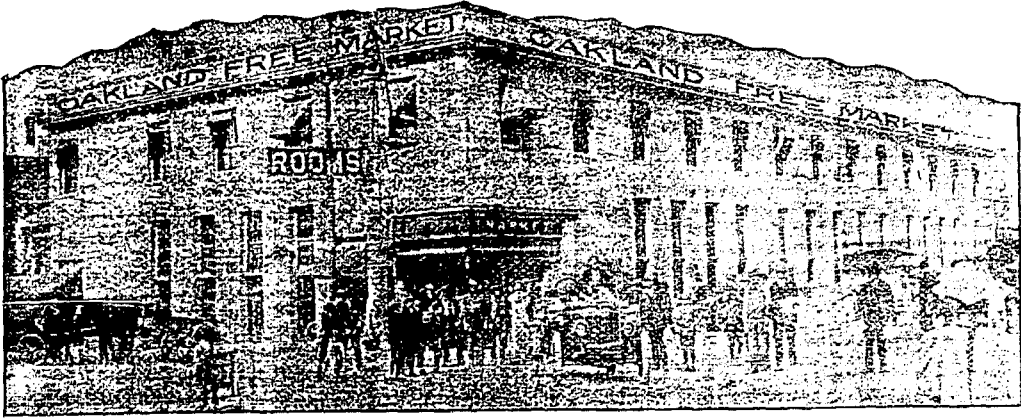
Employment is given to six hundred men throughout the year and a monthly payroll averaging \$35,000 adds considerable to the circulation of money directly in our city.

A complete stock of structural material, bar iron, steel, rivets, bolts, nuts, sash weights and reinforcing bars for prompt shipment are always on hand. Heavy blacksmithing, machine and jobbing castings, rock screens, dredges, and other classes of iron and steel industry are the specialties. The officials of the company are:

H. E. Bothin.....President  
H. J. Sadler.....Vice-president  
J. D. Osborne.....Secretary  
F. D. Parsons.....Manager of the plant  
H. W. Gallet.....General sales manager



## THE OAKLAND FREE MARKET.

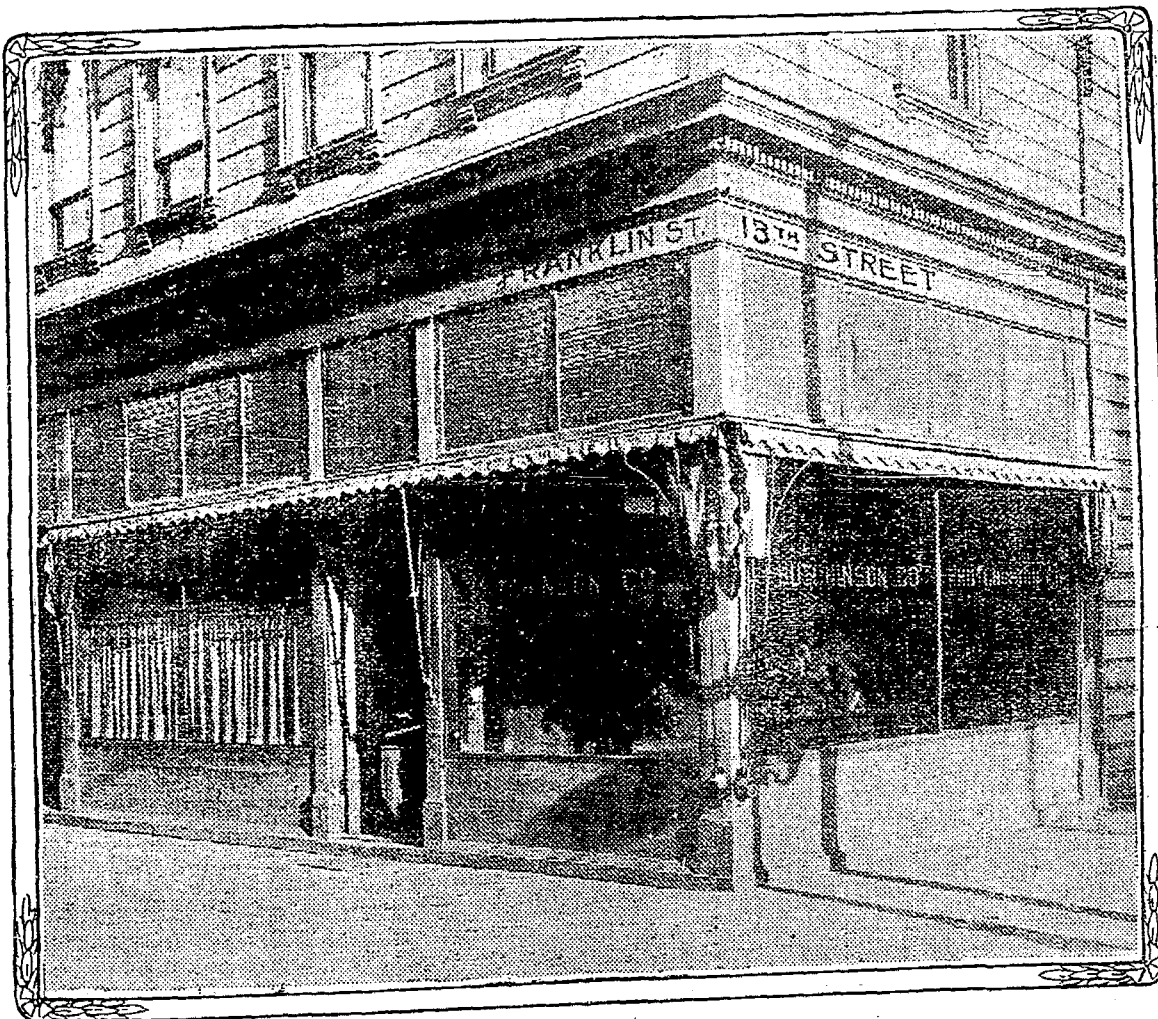


The high cost of living has a bad enemy in the Oakland Free Market. At this market the freshest of vegetables, meats, fruits, etc., etc., are sold direct to the public from the grower and there is no middle man to share a profit. The Oakland Free Market is housed in a handsome brick building at the corner of Washington and Fifth streets. The building was constructed at great expense, especially for market purposes, and is one of the cleanest and most sanitary markets in America.

The market has always been under the direct supervision of Mr. J. Pantoskey, who is, perhaps, the

most thorough man in this part of the State in this line of business.

Mr. Pantoskey has built up a reputation for the market, for selling only the best of goods. Mr. Pantoskey guarantees all goods to be the best, he personally seeing to it that all game, poultry, fish, meats and produce are inspected before they are offered to the public, and the weight is guaranteed to be correct. Mr. Pantoskey says he would consider it a great favor if patrons of the market would tell him of any dissatisfaction on the part of employees or goods that may be bought at the market.



OFFICE OF HUTCHINSON CO., Oakland's Largest General Contractors, Thirteenth and Franklin Streets.

Richmond's History  
as Written in Brief

The history of Richmond is unusual even in the west, a region used to the quick rise of cities. This city with its millions of invested capital, its 12,000 inhabitants, its miles of streets and twentieth century conveniences, is the growth of little more than ten years, and virtually of only six years, or since incorporation.

Up to the spring of 1899 Richmond was nothing. In the territory now covered by the city there were two or three farmhouses. Some of the land was devoted to wheat-growing. Much of the rest was pasture.

Then the Santa Fe looked around for a terminal on San Francisco bay and discovered that it could handle its freight and passenger business cheaper here than elsewhere. It secured its holdings and started work on the tunnel that carries the tracks from the city proper to the ferry point.

The next milestone was the coming of the Standard Oil in 1903. A big plant was put up; that plant has been enlarged three times since then.

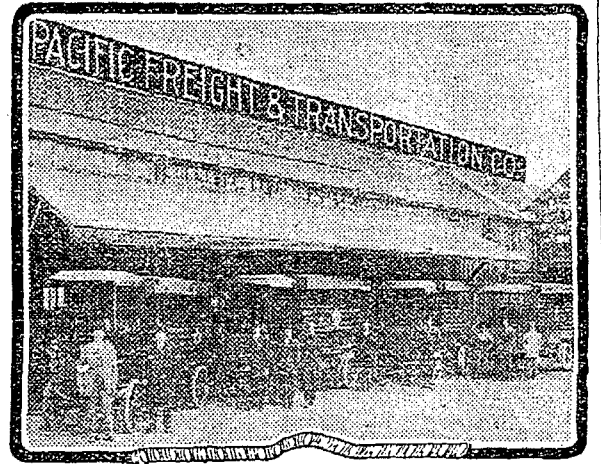
Other industries began to come, fostered partly by the construction of the Belt Railway along the waterfront.

The list of factories continued to grow, gaining pace, and by the time the Pullman Company built its car shops Richmond had taken a place among manufacturing cities recognized not only all over the Pacific coast but in the east as well.

Ten years ago most of Richmond was pasture land, and the rest was in hay and grain. It was only in February, 1911, that a big dairy near Richmond gave way before the spread of the city. Mrs. Ruth A. Boyd sold 94½ acres for \$118,000, or \$1250 an acre. Five years before the land was worth \$100 an acre or less.

In 1903 the lot on which the First National Bank now stands was sold for \$500. Four years later it was sold at \$4000. In 1911 it was worth \$12,000.

## "Progressive"



The word that is always used in speaking of the Pacific Freight and Transportation Company is that they are "Progressive."

There are so many firms in and about Oakland which are progressive that a newspaper man could write about and never get through, but lack of space does not permit.

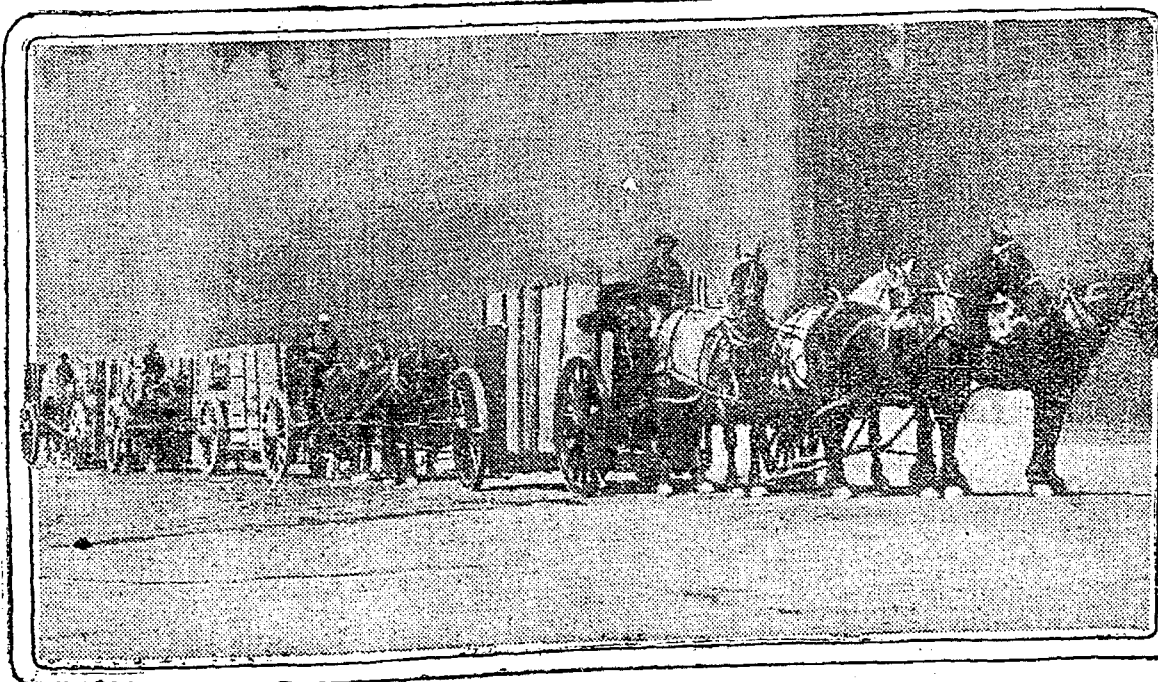
However, among these firms who are the most progressive will be found the Pacific Freight and Transportation Company, whose local office is located at the Webster street wharf.

Realizing that Oakland is growing very rapidly, and in order to keep abreast with the times, this firm has purchased six automobile trucks, which are shown in the accompanying cut. In addition to these trucks, several teams are also used in order to take care of the wants of the business men of Oakland, Berkeley, Alameda and other bay cities which the business men entrust to the care of this firm.

The company's steamers leave Washington street wharf, San Francisco, at 12 m. and 6 p. m. daily, except Sunday, and they leave Webster street, Oakland, for San Francisco at 7 a. m. and 4 p. m. daily, except Sunday.

At the head of this firm will be found two of the most popular men in business in Oakland. Captain W. R. Rideout, the president and general manager, devotes most of his time to the steamers and warehouses. Mr. W. T. Harris, the secretary, has charge of the express transfer and contract departments and with the affairs of the company in the hands of such competent men it is little wonder the Pacific Freight and Transportation Company is so popular.

Captain Rideout of the company says: "I am too modest to say we are the best; the business man is the judge as to whether we rank in first place or not. However, I make it a part of my work to see that everybody is taken care of in good shape and I think I succeed pretty well, for we receive very few complaints. Our aim is to give the very best service all the time; that's the reason we installed the automobile system. Yes, it did seem like a big expense to start with, but I said a year ago that I was sure they would pay in the end. Mr. Kleiber, from whom we bought these trucks, tells me that they are meeting with better success every day. Among the well known firms now using this new truck are: Enterprise Brewing Company, three trucks; Milwaukee Brewing Company, three trucks; National Brewing Company, two trucks; C. H. Kobicke, four trucks; Globe Milling Company, two trucks. Among others who are successful users of Gramm trucks are: The United States Government, Presidio; Majestic Bottling Company, Hatter & Hunnicutt, Woerner Barrel Company, California Barrel Company, T. L. Bateman (Oakland Sight Seeing), Parafine Paint Company, W. O. Jennings, Reichart's Duck Farm, Golden West Brewing Company, Modesto Soda Works, Clendenin, Lakeport, Marin Auto Livery, Berkeley Fire Department, H. H. Buhne, Fred C. Gerdes, Coast Transfer Company, City Transfer Company, Barbuder, Mannix & King, Lehnhardt, Rhodes & Jamieson, J. & J. Sloan, Union Transfer Company, George P. McNear, R. Trost, Erickson & Lundquist, Baradat.



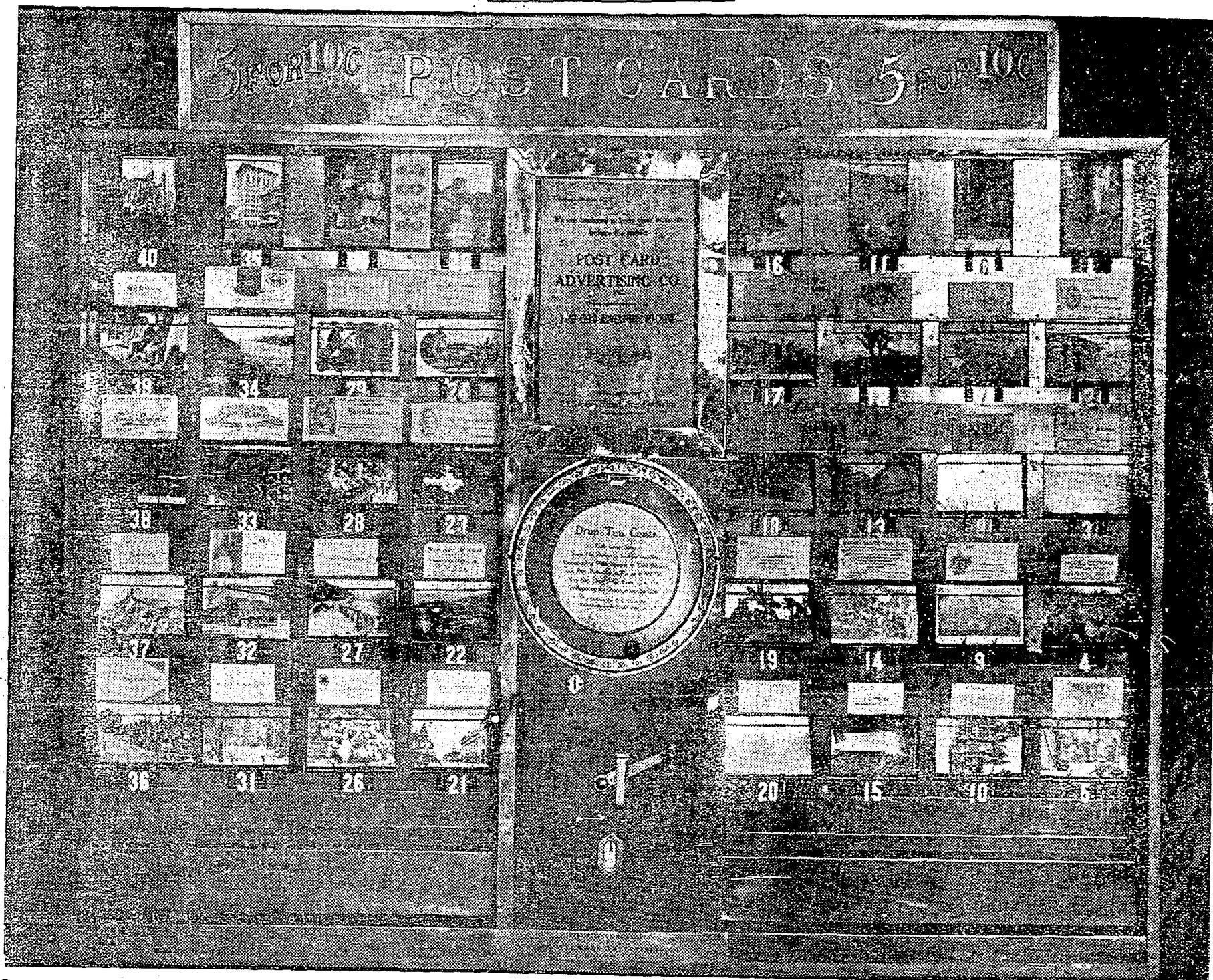
Line of Teams of the James Henneberry Drayage Company, Largest Concern of its Kind in Oakland. The office of this firm is located at No. 461 Fourth St.



# JOS. SAXTON, Inventor,

## Evolves Automatic Postcard Salesman

Interesting Information Concerning This Ingenious Device



View of Inventor Saxton's Automatic Salesman.

**T**HERE is a field now open for the merchant who wants to advertise which has never been open before. This has been made possible through the efforts of the inventor of a new device. Proper display can be made in the lobbies of the best hotels and railway stations. The device is an automatic salesman for picture and postcards. At first glance the machine looks like an ordinary display rack of goods. With eighty kinds of cards on display, on closer inspection the inquisitive find a plate of glass over the rack to keep the cards sanitary and clean.

With patents pending in eleven foreign countries, as well as in the United States, for this postcard advertiser, Joseph Saxton gives an example of American inventive genius. His sample machine, entirely hand-made, is on exhibition at his place of business, the Specialty Machine Works, 72 Second street, San Francisco. Plans for the manufacture of the Postcard Advertiser by machinery have been perfected and several machines are now in process of construction.

The Postcard Advertiser represents the latest invention which has been fashioned by a skillful mechanic after the ideas had been worked out in the fertile brain of the inventor, who combines the mechanical ability to do what his mind first reasons out in the way of anything novel as applied to machinery.

The Postcard Advertiser which is on exhibition is crude in its way, declares Saxton, because all the parts are hand-made. Now that he has the machinery to do the work, he expects to turn out a machine that will have a much more finished and elegant appearance. But disregarding that feature of the mechanism, what it will do, and what it has demonstrated it can do, will prove of interest to those who delight in studying the latest and newest in the way of inventions. It may be stated in passing that the Postcard Advertiser can be manufactured at a cost of \$500. The one on exhibition at 72 Second street was given a tryout as

a money-maker at Fresno recently. It was placed in the Hotel Sequoia in that city for thirty days, and the receipts for that period were \$271.50. In other words, it more than half paid its cost in one month's trial.

It is a nickel machine and is operated mechanically. Arranged like an upright showcase, with a glass front, the Postcard Advertiser contains forty compartments for as many varieties of postcards. Each card shows its own design through the glass case. Between these compartments are forty-six spaces, which may be rented for advertising, and, in addition, there is a curtain above the dial in the center of the machine which can also be rented. Back of the curtain is an electric device by means of which a series of advertisements may be shown. Each advertisement is shown for thirty seconds, which gives ample time for it to be read. In these two features alone Saxton thinks he has a great money-maker. Forty-six advertising spaces at \$2 a month each would bring in \$92 a month, and a dozen illuminated signs at \$10 a month each, \$120 more, or a total revenue from this source of \$212 a month, or almost half the cost of the machine.

In addition there is a revenue to be derived from the sale of postcards and the automatic delivery of advertisements along with each nickel's purchase of cards. The cards cost at wholesale a half-cent a piece and are sold at the rate of five for a nickel. Each sale doubles the purchase price. There is ample space in each compartment for a good supply of cards.

So sanguine of the merits of the mechanism is Saxton that he has incorporated for the manufacture of the postcard advertiser. There is no stock for sale, and he has the means to manufacture the machine. His patent rights alone when perfected will cost him several thousand dollars. As there is no stock for sale in the corporation, neither is the machine for sale outright. Where Saxton expects to be reimbursed for

his outlay of time, brains and money is in this way: He will sell the exclusive territory to operate the machine. Exclusive territory may be large or small, but he will negotiate only on condition that the purchaser of exclusive territory takes at least two machines, paying a rental therefor of \$500 each for a period of fifteen years, and agreeing to give to Saxton 25 per cent of the advertising returns, or of what the machine makes.

Mr. Joseph Saxton has sold the rights of Australasia to H. Wise & Company through Dr. Gilbert Wise, who had charge of the matter. Mr. C. C. Allison, secretary of the Postcard Advertising Company, Inc., has the entire state of California, except San Francisco, Alameda and Fresno counties, which have been sold. Charles Arthur Holland took San Francisco and Alameda. Mrs. Corrarumme took Fresno county. Negotiations for Washington, Oregon, Illinois and Iowa are now being carried on and the prospects are that all the important places in the United States and throughout Europe will have the new postcard machine on exhibition.

The operation of the Postcard Advertiser is mechanical. Outside the illuminated curtain, which requires an electric attachment, everything is accomplished by a series of springs and levers. The postcards are released by a lever which works much as does the lever connecting the letters of the keyboard of a typewriter.

To gain some idea of the magnitude of the task which Saxton set for himself in the invention of the Postcard Advertiser it may be mentioned that there are more than 13,000 pieces of metal in the mechanism of the machine.

To the investor the Postcard Advertiser offers a bright opportunity to earn a large investment on a comparatively small outlay. Joseph Saxton, the inventor, may be found at 72 Second street during the usual hours of the business man, and will be pleased to show the result of his toil and explain in detail the workings of the machine.



## The World's Gold Production in 1911



ACCORDING to the estimates issued by United States Director of the Mint George E. Roberts, the world's production of gold in 1911 is estimated at \$466,700,000, a gain of \$12,000,000 over the year 1910.

The gold production of the United States is placed at \$96,233,528, and the silver production at \$7,796,117 ounces, whose value is undetermined owing to the fluctuations in market prices, although it is assumed that an average price of the metal throughout the year makes it worth \$30,854,500.

In gold production California took the first place in the rank of gold-producing states and territories once more, in 1911, leading off with an output of \$20,510,987. Other gold-producing states and territories yielded as follows: Colorado, \$19,153,860; Nevada, \$18,968,578; Alaska, \$16,002,976; South Dakota, \$7,430,367; Utah, \$4,709,747; Montana, \$3,163,840; Arizona, \$2,954,790, and Idaho, \$1,169,261.

The South African gold fields are estimated to have increased their gold output \$16,000,000 over that of the year 1910, \$14,000,000 of which was obtained in the Rand district of the Transvaal.

Nearly \$7,000,000 of capital is invested in the banks of Alameda county, \$4,694,491.50 of which is in Oakland banks alone.

The total cash resources of the Oakland banks amount to \$54,765,530.83; of Alameda county at large, \$73,340,676.29.

Alameda county is little thought of as a mineral producer, but as such it yields annually approximately \$1,125,000 in mineral products.

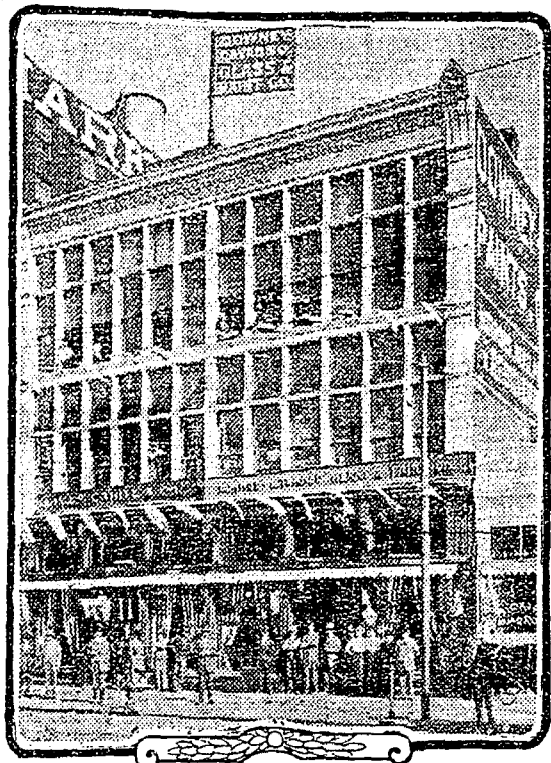
The deposits in the banks of Oakland have increased approximately \$3,500,000 since the previous highest point of prosperity reached prior to the financial panic of 1907.

During the twelvemonth ending November 30 the bank clearings of the Oakland clearing-house amounted to \$173,033,566.81, or, in round numbers, \$22,000,000.00 more than any previous corresponding period.

Deposits increase in bulk in Oakland banks each successive year, despite the fact that an average of over \$7,000,000 has been spent yearly during the past six years in the erection of new buildings by property owners, while the semi-public corporations have spent annually approximately an equal amount in the expansion and improvement of their respective plants.

Prior to the financial panic of 1907, when the banks in Oakland, Berkeley and Alameda contained more money under their control than at any previous period in their history, their deposits aggregated \$51,449,840. This year the deposits in the banks of the three cities aggregate \$58,453,720, or \$7,003,880 in excess of 1907.

## Downey-Cavasso Glass and Paint Co.



When a new concern opens its doors and looks to the trade, it is usually a case of hustling for the business in order to make the concern a paying institution, but such was not the case with the Downey-Cavasso Glass and Paint Company, whose large offices and warehouse are located at 362 Twelfth street, in this city. They also maintain a large warehouse at 818 Adeline street.

With the Downey-Cavasso Paint Company it was a case of where a concern of this kind was needed for the general good of the city. The demand for this establishment, combined with the splendid personality of both Mr. Downey and Mr. Cavasso, it is but natural that the concern should grow rapidly.

Perhaps the best illustration of how the firm has accomplished so much in the short length of time that it has been in business is best illustrated by what Mr. Downey said about his concern in our interview a few days ago:

"We have been in business only for a short time, since the first of June, and wish to thank all our friends for the favors they have bestowed upon us, and also desire at this time to express the opinion that all men are not liars. We started this business in a very small way, but we think that the people of Oakland are rising to the fact that it is very necessary to boost any firm that looks like a jobber. Outside of the manufactured products of Bass-Hueter Paint Company,

including the famous Hueter Varnish, we are jobbers in all lines connected with the paint business, and can furnish anybody on the Coast with anything in our line as cheap as San Francisco. We have better shipping facilities, and there is no reason in our minds why Oakland should not be as large a shipping center as San Francisco. We are perfectly satisfied with the outlook and can predict a great future for Oakland."

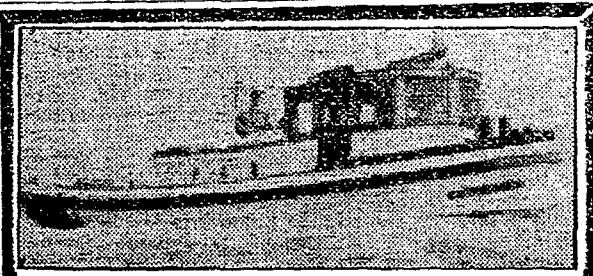
## California Peanut Co.

The most complete peanut roasting plant in America is located in Oakland and is one of the many industries that is forcing the city to the fore.

N. P. Daminakes, the founder, has for many years been engaged in the business and has mastered all the details from the buying end to the manufacture of that deliciously appetizing peanut butter known as C. P. C., a product that his concern, the California Peanut Company, has recently placed on the market.

The business transacted during 1911 showed a large increase over the year preceding, the importation representing seventy-five carloads. Besides importing peanuts from Spain, China and Japan, the company handles a number of carloads of domestics. The plant is completely equipped with modern machinery. While the business has consisted chiefly of the handling and roasting of peanuts, the peanut butter industry has shown a remarkable gain.

Peanut butter is now recognized by doctors as possessing great nutritive qualities and as an illustration of its popularity it may be stated that it has been placed on the menu cards of many of the fashionable cafes and restaurants of the East, while in many a "piece de resistance" the product is used. The demand for C. P. C. peanut butter is due to its superior flavor. Only No. 1 peanuts are in its manufacture. They are roasted, or rather "boiled in their own strain," cleaned and blanched and then conveyed to the mills, where they are reduced to a paste. The oil of the peanut is thoroughly emulsified in the mills and the greatest care is taken in the process in order to maintain the piquancy that is making this brand famous. The product is sold to the trade in glass jars or in large or small cans.



## Oakland Launch & Tugboat Co.

Launches—Atlas, Ionic, Pirate and Dixie.  
Tugs, Launches and Barges for all kinds of bay and river work, fishing and excursion parties.  
OFFICES—Oakland, City Wharf, foot of Franklin street.  
Open day and night. San Francisco, 95 Market street.  
PHONE—Oakland, Oakland 5541; Home A-3454. San Francisco, J-1765, Kearny 1449. Night Phone Franklin 4784.  
CHAS. H. EHLERT, Manager.  
Phones—Berkeley 3225, Home F-2368.

# MANUFACTURERS MEET MODERN METHODS

## Coast Manufacturing and Supply Company's Plant Maintained Along the Lines of Progressiveness Demanded by City's Growth

It is admitted that Oakland has resources unequalled the world over; also facilities favoring manufacturing and commercial industries of every nature. The outward and expanding growth of all these different interests may no better be illustrated than by the Coast Manufacturing and Supply Company, located almost in the heart of Fitchburg.

No growing community is at any time injured or retarded by the advance of modern commerce and manufacture. The Coast Manufacturing and Supply Company, manufacturers of fuses, is one of those healthy, far-reaching institutions so eagerly sought by the largest and most advanced in commercial lines of cities.

Although from the mere nature of the products of this institution it would at first thought appear to be an ever menacing danger to the locality in which it is situated, the fact of the matter is that the amount of explosives or combustibles within the plant at one time is hardly enough to supply the daily demands. This factory was established in 1867, and in all these forty-five years there has never been one serious accident and no loss of life. The magazine for storing powder is fully one mile and a

half from the factory. Then again, the management is bound by future interests to see that their own property and the lives of their scores of workmen are in no way endangered. Consequently this fuse works should never for one moment be considered as a dangerous adjunct to an already progressive and growing community.

The many employes of the institution all live within close proximity of their work and as with the growth of the Fuse Works commercial activity increases, so the growth and importance of the surrounding territory will increase, aiding in the advancement of Oakland's already vast suburban territory as no other business could possibly do.

The output of this institution averages one-half million dollars per year and the payroll of 101 employes between \$3,000 and \$4,000 per month, according to existing conditions.

The products developed from the fuse plant of the Coast Manufacturing and Supply Company include all the standard fuses, such as American Eagle brand, "Eclipse," "Comet," the Pacific Fuse and many others of equally proved reliability.



Oakland's Recent Building Record

**T**HE latter-day development of Oakland began a year before the great earthquake and conflagration which rendered homeless two-thirds of the population of San Francisco and drove the unfortunate sufferers on this side of the bay to seek a refuge-shelter to their persons, relief against starvation and a place where they could get an opportunity to save their respective businesses from being totally wrecked and lost. That incident naturally accelerated the movement which was well under headway to lift Oakland out of the rut in which previous contentment with the village condition had placed it. The then board of public works had some months before instituted under the municipal building ordinance the system of official supervision over all new structures erected through the issuance of permits, of which a careful record has since been maintained. The record tells the story of Oakland's modern expansion.

SIX YEARS' GROWTH.

The number and value of building permits thus issued during the six fiscal years ending June 30, 1911, in which the administration has regulated building, have been as follows:

Fiscal Year.	No. Permits.	Value.
1905-06.....	3,105	\$4,446,692.95
1906-07.....	5,493	9,821,331.20
1907-08.....	3,786	6,456,047.00
1908-09.....	3,544	5,941,436.56
1909-10.....	3,785	6,561,645.88
1910-11.....	3,727	6,370,415.67
October, 1911 .....	393	632,409 343 818,239
November, 1911 ....	335	810,046 305 351,557
Totals.....	3946	\$7,132,562 3945 \$6,895,783
Totals.....	23,440	\$39,597,569.26

It will be observed from the foregoing table that the owners of property in Oakland have spent in round figures \$40,000,000 for improvements in the six years which it covers. The last half of the current year adds approximately \$5,000,000 more to the record, making the total outlay in new construction in six and one-half years about \$45,000,000.

Of course, the fiscal year following the big catastrophe to San Francisco marked the greatest annual outlay for new building. That was due to the pressing demands created by the sudden influx into Oakland of approximately 200,000 refugees whose persons and business had to be cared for. Nearly \$10,000,000 was, therefore, spent that year under the spur of necessity. Much of the building done that year was merely of a temporary character and a large proportion of it has since given way to improvements of a stable and permanent order. Oakland property-owners have, also, since then been spending from \$6,000,000 to \$7,000,000 per annum in improvements of the latter class.

RECORD OF 1911.

During the twelve months ending November 30, 1911, the records of the bureau of permits and licenses show that the amount reached \$7,132,562, or \$236,779 in excess of the cost of new construction in the corresponding period the previous year, as is set forth in the following comparative table:

	—1911—		—1910—	
Permits.	No. Per.	Value.	No. Per.	Value.
December, 1910 ....	252	\$481,201	229	\$263,344
January, 1911 .....	214	284,334	304	363,456
February, 1911 .....	246	363,508	309	432,354
March, 1911 .....	355	1,027,756	408	631,047
April, 1911 .....	347	517,598	339	1,644,194
May, 1911 .....	314	570,507	340	442,489
June, 1911 .....	329	565,791	346	450,581
July, 1911 .....	313	794,233	300	349,848
August, 1911 .....	425	522,828	363	453,346
September, 1911 ....	423	471,853	359	495,328

CALIFORNIA CANNING SEASON.

FRUITS.

- Apricots—Latter part of June to latter part of August.
- Blackberries—Latter part of June to fore part of September.
- Cherries—Latter part of May to middle of July.
- Currents—Last three weeks of June.
- Gooseberries—Latter part of May to latter part of June.
- Grapes—Fore part of September to end of October.
- Nectarines—Latter part of July to fore part of September.
- Pears—Latter part of July to latter part of September.
- Peaches, free—Latter part of July to middle of October.
- Peaches, L. C.—Latter part of July to middle of October.
- Peaches, W. C.—Middle of August to middle of October.
- Plums, green gage—Middle of July to middle of September.
- Plums, egg—Middle of July to middle of September.
- Plums, golden drop—Fore part of August to fore part of September.
- Plums, damson—Latter part of August to latter part of October.
- Quinces—Middle of September to middle of November.
- Strawberries—Fore part of May to latter part of October.

VEGETABLES.

- Asparagus—Latter part of March to middle of June.
- String beans—Middle of June to end of November.
- Peas—Middle of May to latter part of June.
- Tomatoes—Latter part of August to latter part of November.

Engineers declare that the hydro-electric possibilities of California are greater than those of all the rest of the country combined. The present generation will see the day when every railroad in the state will be operated with hydro-electric power developed from its streams and almost every other industrial wheel will be turned by the same agent.

The United Transfer Co.



If one is to follow the old adage of judging a person by the company he keeps it certainly would be to the credit of Oakland if the city were to be judged by its transfer companies, and especially is this true of the United Transfer Company, whose large warehouse is located at 538 Seventeenth street, in the very heart of the business section of Oakland.

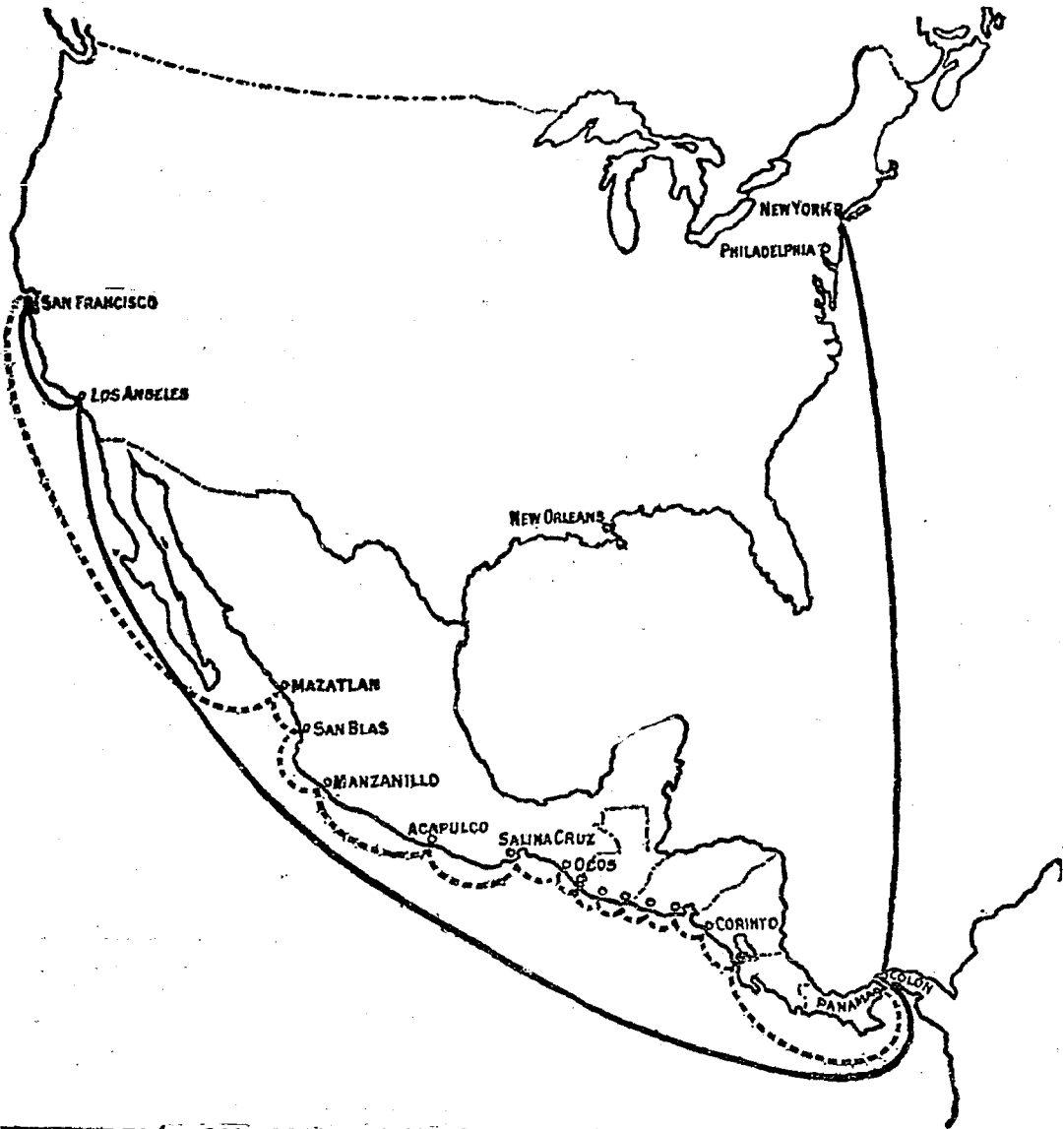
The above picture gives only a fair idea of the size and magnitude of this very large building, where there is ample room for the storage of many carloads of household or mercantile goods.

At the head of this concern will be found one of the most competent and painstaking executive men that could be found anywhere in the transfer or expressing business. Mr. E. G. Willis, the manager, has been in the transfer business for many years and his thorough knowledge of the business is unquestionably accountable for the rapid growth of the firm's business—it being only six months since the firm established itself, and the growth since then has been nothing short of marvelous.

Mr. Willis accounts for the firm's success in this way. He said: "If the general public finds that a concern, whether it is in the transfer or dry goods business, is doing all it can and striving in every way to give perfect satisfaction, that firm is pretty sure to grow. Well, that's our policy, and we are going ahead rapidly because every customer spreads the news that the United Transfer Company is certainly doing its best to please everybody, whether it be big business men or merely the transferring of a small trunk."

CALIFORNIA - ATLANTIC STEAMSHIP COMPANY

THE CANAL LINE



CALIFORNIA ATLANTIC STEAMSHIP COMPANY

Time in transit between Pacific Ports and New York, 30 days. Connections at Panama with all lines for West Coast of South America, West Indies and Caribbean Sea ports and all European ports.

BATES & CHESEBROUGH

General Agents

425 Railway Exchange, Portland, Ore. 455 Pacific Electric Bldg., Los Angeles.  
419 Maritime Building, New York.

J. W. CHAPMAN, Traffic Manager.

GENERAL OFFICES, 416 Merchants' Exchange, San Francisco, Cal.



## United States Census of Alameda County

Following is the United States census enumeration of the population of the various towns, cities and townships in Alameda county for the year 1910.

Minor Civil Division.	1910.	1900.	1890.
Alameda county .....	(1)246,131	(1)130,197	(1)93,864
Alameda township, co- extensive with Ala- meda city .....	23,383	16,464	11,165
Alameda city—			
Ward 1 .....	2,227		
Ward 2 .....	3,237		
Ward 3 .....	4,873		
Ward 4 .....	4,604		
Ward 5 .....	2,948		
Ward 6 .....	3,635		
Ward 7 .....	1,859		
Brooklyn township (2), including ward 7 of Oakland city and part of San Leandro city .....	49,140	(3)8,168	(3)3,108
Oakland city (part of)	48,677		
Total for Oakland city (4) in Brooklyn and Oakland townships..	150,174	66,960	48,682
Ward 1 .....	26,977		
Ward 2 .....	17,559		
Ward 3 .....	13,572		
Ward 4 .....	13,262		
Ward 5 .....	14,531		
Ward 6 .....	15,596		
Ward 7 .....	14,677		
San Leandro city (part of) .....	378		
Total for San Leandro city (5) in Brooklyn and Eden townships.	3,471	2,253	
Eden township, includ- ing Hayward town and part of San Le- andro city .....	11,515	9,330	7,336
Hayward town .....	2,746	1,965	1,419
San Leandro city (part of) .....	3,093	2,253	
Murray township (6), including Livermore town .....	4,137	7,172	5,937
Livermore town .....	2,030	1,493	1,391
Oakland township (7), including Albany, Berkeley and Pied- mont cities, and Em- eryville town, and wards 1 to 6 of Oak- land city .....	147,199	(3)15,189	(3)12,040
Albany city (8) .....	808		
Berkeley city (9)—			
Precinct 1 .....	2,223		
Precinct 2 .....	3,133		
Precinct 3 .....	851		
Precinct 4 .....	1,294		
Precinct 5 .....	2,109		
Precinct 6 .....	2,091		
Precinct 7 .....	1,774		
Precinct 8 .....	1,334		
Precinct 9 .....	2,352		
Precinct 10 .....	3,341		
Precinct 11 .....	3,421		
Precinct 12 .....	2,156		
Precinct 13 .....	2,282		
Precinct 14 .....	1,497		
Precinct 15 .....	3,529		
Precinct 16 .....	2,185		
Precinct 17 .....	2,039		
Precinct 18 .....	1,031		
Precinct 19 .....	1,792		
Emeryville town .....	2,613	1,016	228
Oakland city (part of).	101,497		
Piedmont city (10)....	1,719		
Pleasanton township (6), including			
Pleasanton town .....	2,883		
Pleasanton town .....	1,254	1,100	
Washington township..	7,874	6,914	5,596

REFERENCE NUMBERS—1—County totals include population (66,960 in 1900, 48,682 in 1890) of Oakland city, returned independently.  
2—Parts annexed to Oakland and San Leandro cities in 1909.  
3—Exclusive of population of Oakland city.  
4—Parts of Brooklyn and Oakland townships annexed in 1909.  
5—Part of Brooklyn township annexed in 1909.  
6—Pleasanton township organized from part of Murray township in 1902.  
7—Parts annexed to Berkeley city in 1906 and 1908 and part annexed to Oakland city in 1909.  
8—Incorporated in 1908.  
9—Parts of Oakland township annexed in 1906 and 1908.  
10—Incorporated in 1907.

### POULTRY BREEDING FOR MARKET.

in the neighborhood of Hayward and in the Livermore valley, and the following notes on breeding poultry for the market are worthy of attention:

The breeder who wishes to breed for market poultry should examine the market stock on the butcher's counter. Note the difference in appearance of the long-legged birds with high breast bones and the short-legged, plump-bodied birds with the breast meat deeper by an inch or so than the lanky bird. These long-legged birds are usually the progeny of big, overgrown males used to give size to the flock—size which the poultryman could have better obtained through large females mated to a medium sized male.  
The male for the market breeding pen should have a long breast bone, well covered with meat to the tip of the breast bone. He should be built for service from head to foot; a bird with a broad head, short, stout, head to foot; a bird with a bright, clear eye, starts out well-curved beak, and a bright, clear eye, starts out well as a breeder. His neck should be short and stout, breast broad and deep, back broad, the width extending well back, legs short and stout, body well balanced. Above all he must be vigorous, have vitality to carry him through summer and winter, be a good feeder and a lusty crower.  
These points are all important for the farmer.

### W. P. Fuller & Co.

The industrial growth of Greater Oakland has been marvelous, and the largest and oldest business establishments in the country have come to our city and have located here so that they can take advantage of our magnificent rail and water transportation in shipping their goods to all portions of the world. One of the largest and most prominent business establishments is the house of W. P. Fuller & Co., which was originally established in 1849 at the very dawn of our commercial history. It was then located in Sacramento, which was at that time the metropolitan city of California, under the name of Fuller & Heather, and later when San Francisco began to predominate in the commercial affairs of the State the company moved its headquarters to that city and the firm name was changed to Whittier, Fuller & Co. They established themselves in this city in 1876, Mr. Whittier continuing with the company until 1894, at which time he withdrew and it was incorporated under its present name, and while their headquarters are still in San Francisco, this is considered one of the chief of their ten branches. They own and occupy their own three-story brick building and basement and employ sixty people in this city, on the corner of Tenth and Alice

streets. Beyond doubt they are our largest manufacturers and importers of paints, oils, glass, sash and doors. They have been appointed the exclusive agents for the Standard Varnish Company, Pittsburgh Plate Glass Company, Adam's Brushes, Valentine & Co., S. C. Johnson & Son, and are the exclusive agents on the Pacific Coast for Wolf's Head automobile oils. They have supplied nearly all of the important contractors in California and in our vicinity. Among their latest contracts are furnishing of the glass for the new City Hall, the Oakland Hotel, the Realty Syndicate Building and the Security Bank Building, all of which are classed as among the finest and most prominent structures in California. At the head of the local business is Mr. David Williamson, who was given this important branch because during the ten years of his service with the company he has demonstrated himself to be one of their most capable and experienced business men.

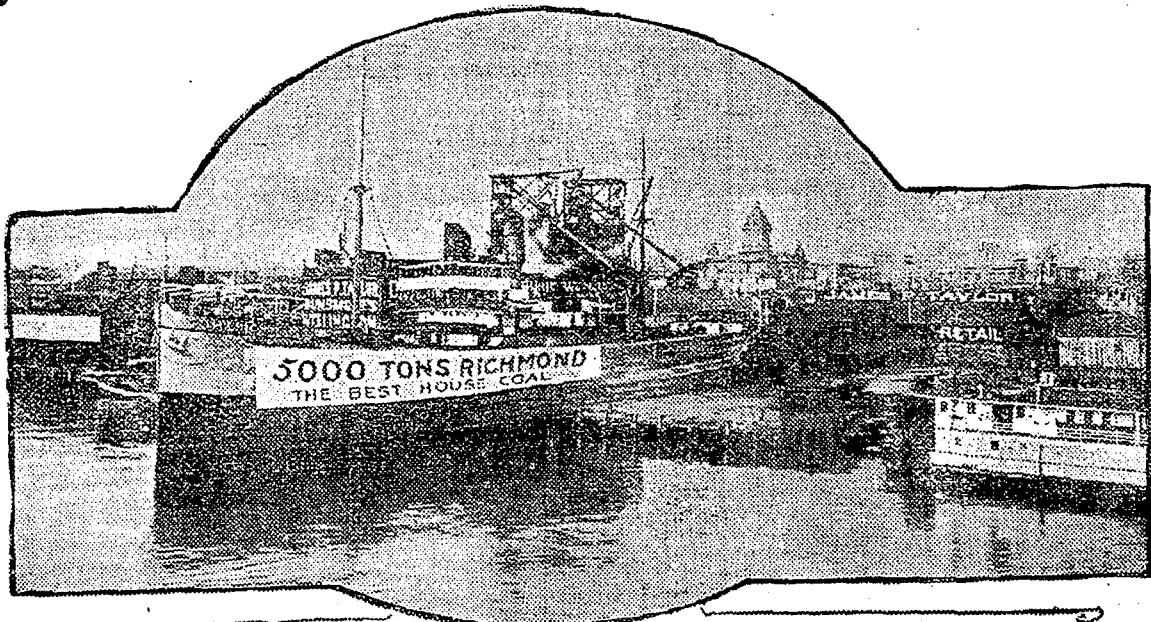
365 Orchard or 30th St.

Phone Oakland 1400

### R. W. Bartram, Contractor

EXCAVATING AND GRADING.  
Fruitvale Gravel for Driveways. Oakland Black Loam  
Office, Builders' Exchange, 550 18th St., Box 2.  
OAKLAND, CAL.  
Phone Oakland 366. Phone Home A 4356.

### James P. Taylor, the Pioneer Coal Man of Oakland



To be able to build a business from almost nothing to one of the largest in the West is nothing short of being called a marvelous achievement, and to stay in business, in the same line of business, and in the same city for over thirty-three years, is sufficient evidence of the fact that James P. Taylor has had the confidence of the people from the first day he started in business.

There is not a single one of the old pioneer business men in Oakland that enjoys a larger circle of friends than James P. Taylor, spoken of usually as "Taylor the coal man." Mr. Taylor being one of the old-time residents and a member of the Society of Californians.

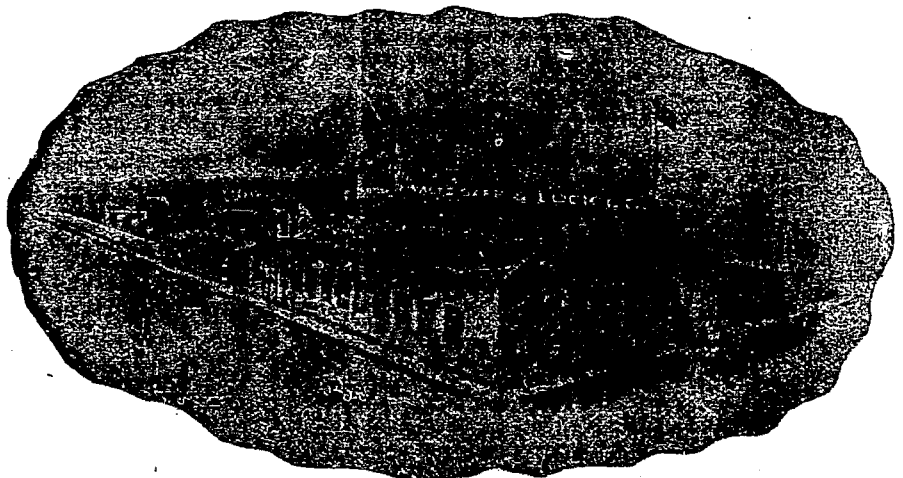
Mr. Taylor established himself in the wholesale and retail coal business in 1879 after having had seven years' previous experience in San Francisco. The business has grown from very small proportions to one of

the largest concerns of its kind on this side of the bay. In telling of his early experiences, Mr. Taylor said: "When I came to Oakland we had to bring coal to the wharf in light draft barges. Later on schooners were able to come to the wharf, and now, thanks to Congress, the largest cargos can be brought direct from Australia to my coal bunkers at the city wharf at the foot of Franklin street, where my yards are also located."

Mr. Taylor attributes his vast retail coal business to the fact that he has always sold the very best quality of various kinds of coal. At present he is making a specialty of the famous (Pelow Main) Richmond Coal.

Mr. Taylor recently moved his office from the old location on Twelfth street to more commodious quarters at 425 Thirteenth street, Oakland, adjoining the Southern Pacific railroad office.

### Waltz Safe and Lock Company



Holding a prominent place among the industries of Alameda county is that of the Waltz Safe and Lock Company, whose factory is located on Fifth street (between Adeline and Chestnut streets) in Oakland. This enterprise dates its inception from about twenty-four years ago, at which time the business was established in rather a modest way by Chas. Waltz, the present owner and manager of the institution.  
Mr. Waltz came to this coast as a representative of an Eastern safe and vault company, nearly thirty years ago. A short time after locating here he saw what he considered a good opportunity to establish a factory on this coast for the manufacture of safes, vaults, etc., and the success which he has attained shows his excellent foresight and good judgment. He has proved that if properly managed, this is one of the many industries that can be successfully carried on in Alameda county.

In point of equipment the plant embraces every modern facility required to operate a large industry of the kind. The picture here shown of the plant, consisting of various buildings, with first-class modern machinery and equipment in the different departments, necessary for the prosecution of the variety of work, bears out this statement. In fact, this industry is far superior in equipment to a number of Eastern concerns who are shipping their product to this Coast

and taking the money out of the State.

It can be said without fear of successful contradiction that the "Waltz Safes" are of the very best grade and quality, which is shown by the fact that they have received the highest awards whenever they have been exhibited. They received gold medals and diplomas at the Lewis and Clark Exposition and the Alaska-Yukon Exposition, all in competition with the leading Eastern manufacturers; this, coupled with the fact that the industry is a "Home Enterprise," should prove an inducement to prospective buyers.

The plant of the Waltz Safe and Lock Company is capable of manufacturing enough fire-proof safes to supply the entire coast, and there is certainly no necessity for purchasers to buy Eastern-made safes, when they can buy better goods for the same money, or less than they would have to pay for Eastern-made goods, and at the same time they would be patronizing and assisting in the building up of a "Home Industry."

Mr. Waltz has had thirty-five years' experience in this branch of industry and has mastered the business in all of its details. He is without doubt one of the most able men in his line on the coast and ranks among the best and most prominent in the United States. He is a public spirited gentleman, and his industry merits the patronage of all who desire the best productions in his line.



## Berkeley As An Industrial Center

(By FRED W. SEARBY,  
Manager El Dorado Oil Works.)



**S**ITUATED as Berkeley is it is rather surprising that its manufacturing district is not better known. With main line trains passing frequently the daily advertising the city receives should bring greater results.

Richmond on one side and Oakland on the other have both achieved fame as factory cities, while Berkeley, until recently, was contented with a reputation as a residence and educational center. This is not from lack of interest on the part of the present holders of real estate, who heartily appreciate the need of more extensive advertising to draw the newcomer's attention to the admirable position Berkeley occupies.

Our real estate men are ever alert to the advantage of increasing our manufacturing plants, but the difficulty of interesting would-be investors in factory sites is much greater than convincing would-be purchasers of residence lots.

### EDUCATIONAL ADVANTAGES.

Our educational attractions should be an extra inducement to likely buyers of factory property. The advantage of having steady family men, whose interests are here, should readily appeal to experienced employers seeking sites for new establishments. From the employees' standpoint, Berkeley is in a class by itself. While wages are as high as in similar employment elsewhere, it is not too much to say that the Berkeley man gets more for his money—if a family man—than any other wage-earner anywhere else.

Where can a family be brought up under more healthful and elevating conditions? Nearly every family has a large lot where a garden can be raised. Reasonable rents allow each family to live by itself, without the demoralizing crowding so prevalent in the factory districts elsewhere, with good schools, libraries and clean amusements, and the chance to associate with a class of people whose society cannot fail to be beneficial.

The nearness to the university makes it possible for the laborer's children to get the benefit of a college education at the lowest cost.

From the manufacturer's standpoint Berkeley offers great inducements. Our shipping facilities are excellent and they are constantly improving.

### FREIGHT TRANSPORTATION FACILITIES.

The railroad companies are fully alive to the importance of our location and are ever ready to aid us in increasing our trade. Berkeley gets terminal rates for east and west-bound overland business and also low rates on local shipments. Our location on the waterfront, close to San Francisco bay, makes it imperative that the railroads give us good service in competition with bay and river steamers and barges.

Our daily steamer for freight is well managed and enables Berkeley manufacturers to ship as promptly as if their factories were located on the waterfront at San Francisco. A number of our factories find it unnecessary to maintain offices in San Francisco, the business being handled direct from the factory at a great saving in expense. Our banking facilities are fully equal to the demand and our capitalists are eager to welcome new manufacturing accounts.

### PUBLIC WORKS UNDER WAY.

The proposed filling in of the tide lands out to the new bulkhead is a matter which is receiving much consideration at present.

Our municipal wharf, which cost over \$100,000, is proving of great benefit to the factories and is drawing increased attention to the advantages which the future has in store for Berkeley when vessels of greater draught can come direct to our waterfront. In the meantime the improvements being made at our south line by Oakland cannot fail to benefit all the adjacent districts.

Cheap fuel and electricity have already helped Berkeley amazingly and there is no doubt that in a short time we will feel the stimulus of increased trade.

At present the local manufacturers, about thirty in number, employing over 1000 men, are in a very prosperous condition.

With good fire and police protection, comparatively low taxation and valuation for assessment purposes, good relations between employees and wage-payers, Berkeley's outlook as a manufacturing center is very bright. Its Chamber of Commerce and Manufacturers' Association are ever ready to welcome new-comers, and information will be furnished freely by the factories now enjoying Berkeley's exceptional advantages.

The thirteenth census gave California a population of 2,377,549, an increase of 60.1 per cent over 1900, when the population was 1,213,398.

It is conservatively estimated that California will support in comfort and luxury a population of 20,000,000. Oakland can accommodate a million easily.

Salt production in California is assuming greater proportions every year. During the last year the yield was 176,000 tons, valued at about \$400,000, and Alameda county is the largest producer in the state.

The manufacturing interests of California show an increase for 1911 over the preceding year, the total valuation being estimated at \$490,000,000. Oakland is one of the leading manufacturing cities in the state.

Oakland has 505 miles of public streets to take care of, and 270 miles of storm and sanitary sewers are now in existence, with many additional miles in course of construction.

At the dinky little wharf owned by the city at the foot of Webster street 1125 vessels, representing an aggregate tonnage of 149,090 tons moored and 68,612 tons of freight were handled during the twelvemonth ending November 30, 1911.

There was a large crop of hay in California in 1911 and the total value is placed at \$10,500,000. Livermore valley, in Alameda county, yields the most nutritious hay produced anywhere in the United States, and supplies the United States army in our insular possessions in the Orient.

## Golden West Brewing Co.

### TO BE MOST MODERN IN THE WEST

#### A Few Notes on the Construction of This Model Plant.

The plant occupies two blocks running from Seventh street to Fifth street, on the east side of Kirkham street, and is 185 feet deep.

The brewhouse is fitted with 300 barrel per brew outfit complete, capacity 600 barrels per day.

General capacity of the brewery is at present 40,000 barrels of steam beer and 80,000 barrels of lager beer per year.

Capacity of the cold storage stock house at present, 25,000 barrels.

350 horse-power steam boiler plant with room for enlargement.

75-ton refrigerating plant for cooling beer and cold storage house.

150 horse-power electrical motor installation, machinery throughout the plant being electrical driven.

The Bottling Department has a separate building three stories in height, and 60x120 feet. It is equipped with 150 barrels per day bottling machinery outfit, that is about 4500 bottles per hour. There is room to double this capacity.

Every part of the plant, buildings and equipment is new and of the latest design and practice; no expense has been spared to make everything of the best, economical in operation, sanitary and fire-proof.

The buildings are of brick, with steel and iron frames and have concrete floors, very little wood being used throughout. The exterior is finished in light gray

pressed brick and the trimmings are made with white brick. This gives a building of very attractive appearance, the architecture is imposing and somewhat removed from the usual style of brewery architecture.

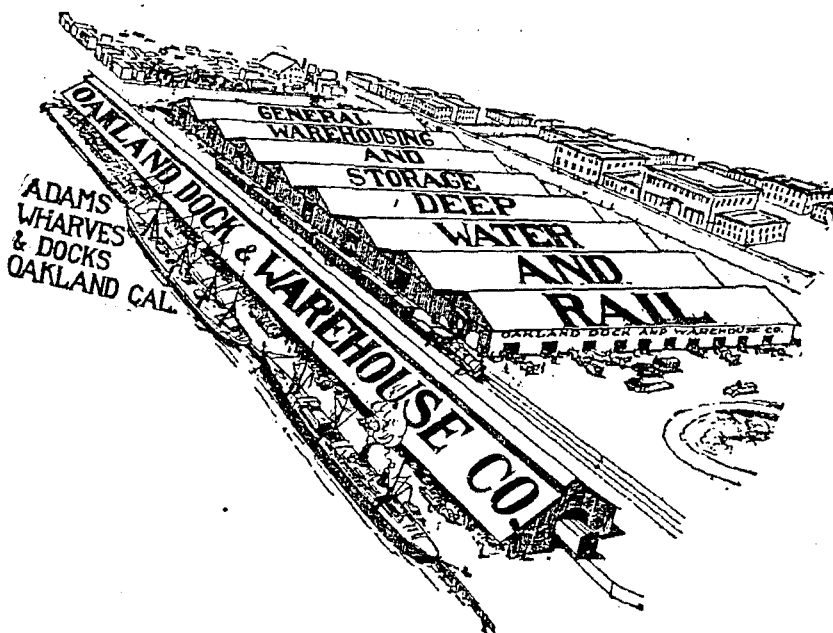
A spur track runs alongside the brewery and all the materials will be received direct from the cars and carload shipments loaded directly to the cars. Furthermore, the materials used in its construction are all of California production—Alameda County brick throughout—all copper work by Oakland Coppersmith Company, and the ice machine a product of California skill.

JAS. T. LUDLOW, Constructing Engineer, has had full charge of the designing, preparing of the plans and the erection of the plant.

## The Sohst Carriage Co.

The Sohst Carriage Company of this city, whose place of business is located at the corner of Franklin and Eighth streets, is one of the manufacturing concerns which is putting forth every effort to deliver only the best goods that money and brains can produce. As a result, the volume of the firm's business is increasing very rapidly. The Sohst Carriage Company was established some fifty odd years ago, during which time it has prospered until today it is recognized as one of the best firms of its kind in the State.

They are equipped for the making and repairing of carriages, wagons and automobiles, springs, bodies and wheels. The firm also makes a specialty of painting automobiles and has built up a large volume of business along that line. Absolute satisfaction is always assured their patrons.



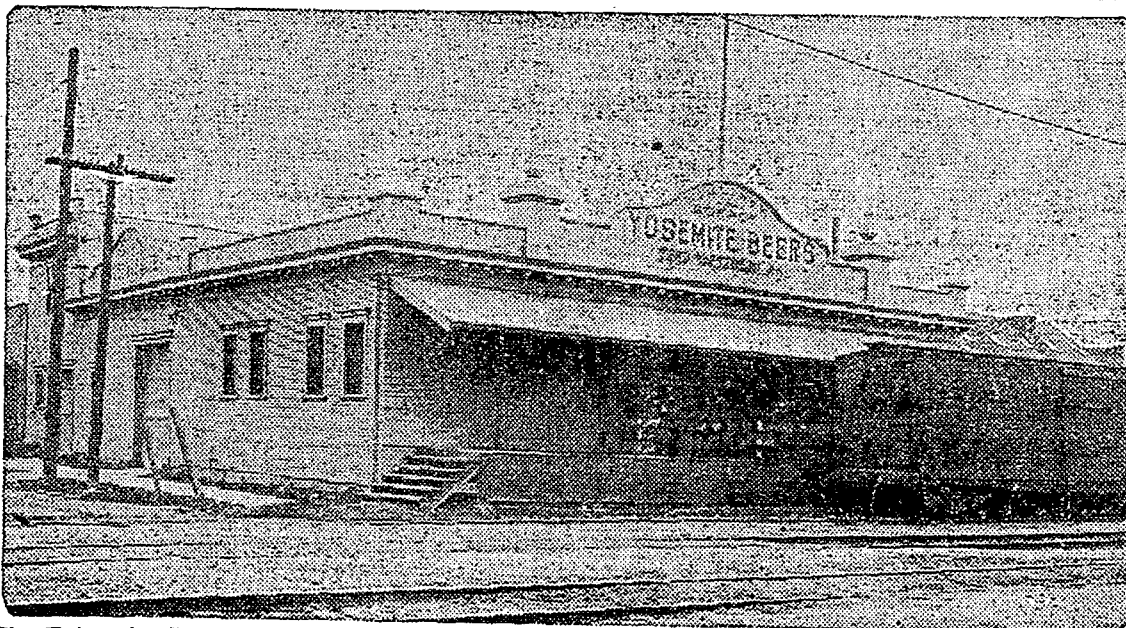
## Choice Industrial Sites FOR LEASE

Centrally located. Suitable for manufacturers, material dealers, etc. All with spur track facilities.

TELEPHONE OAKLAND 245.

F. J. EARLY, Manager

## Enterprise Brewing Company's Oakland Branch

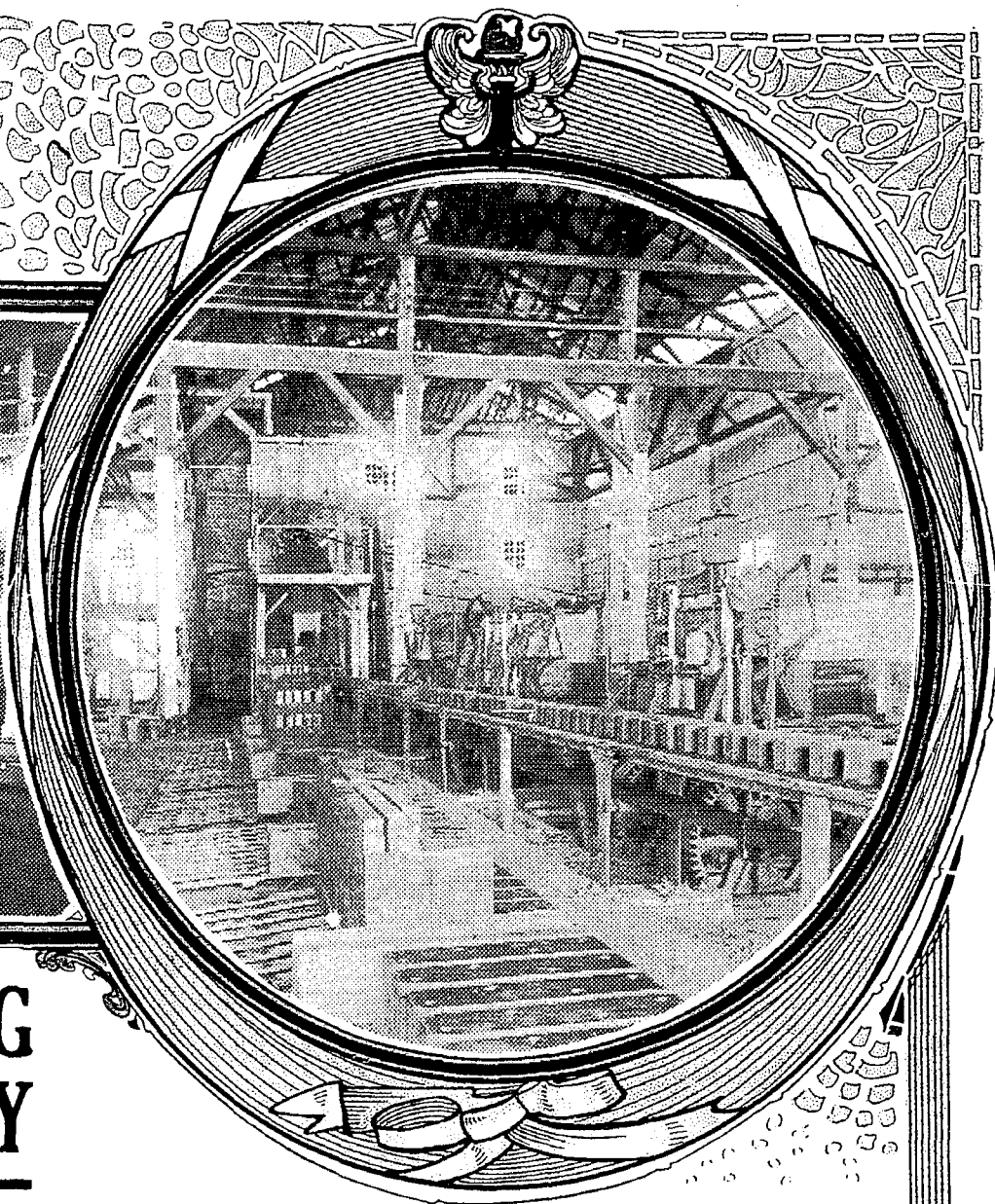
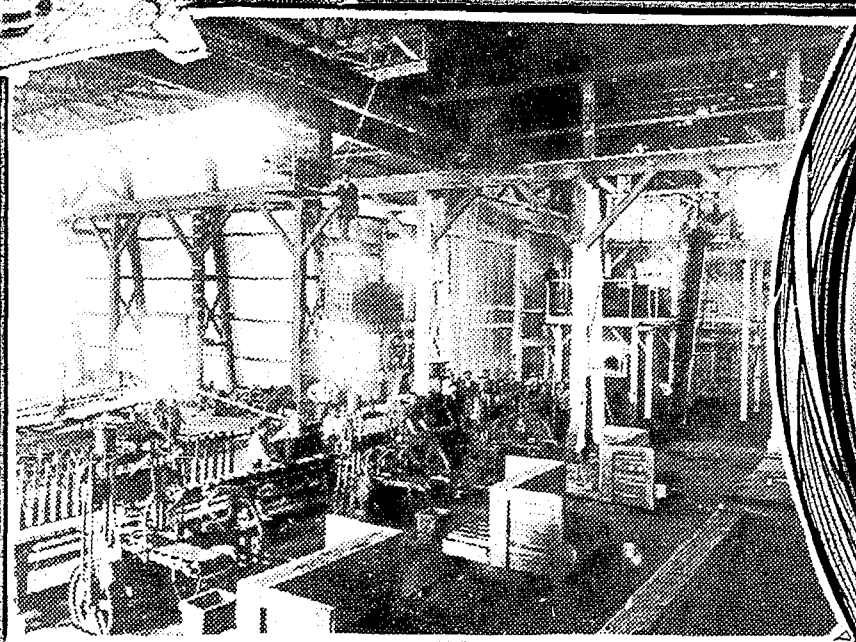
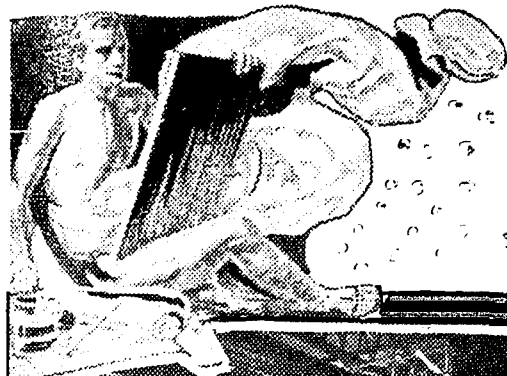


The Enterprise Brewing Company's Oakland branch is located at First and Myrtle streets, where they have a model beer agency plant, covering a large area of ground, with excellent railroad facilities right at hand. They operate five wagons and their handsome teams can be seen in Oakland at all hours during the day.

The brands of the Enterprise Brewing Company are Yosemite beer, in kegs and bottles, Culmbacher lager, Red Seal, malt extract and Enterprise porter.

Mr. Ferd Westdahl is in charge of the Oakland office, which includes all of Alameda county. Mr. Westdahl started with the Enterprise Brewing Company 12 years ago as bookkeeper, then later he was one of their salesmen in San Francisco, where he showed exceptional ability and was placed in charge of their Oakland agency four years ago. He has resided in Oakland for the past 24 years, is a member of the Masons, Eagles and Foresters, is a favorite among his customers, and most of the company's business is due to his popularity.





# OAKLAND PAVING BRICK COMPANY

Daily Capacity Largest West of St. Louis  
Prices and Samples on Application  
Correspondence Solicited

Main Office  
First National Bank Building  
Oakland, California

Factory  
Near Decoto, California  
Member Builders' Exchange  
San Francisco

## Manufacture

The Very Finest Quality of

**Repressed Face Brick** Various Colors, Both Plain and Molded

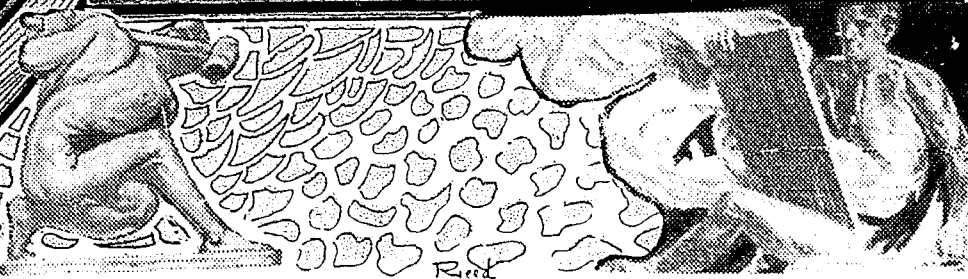
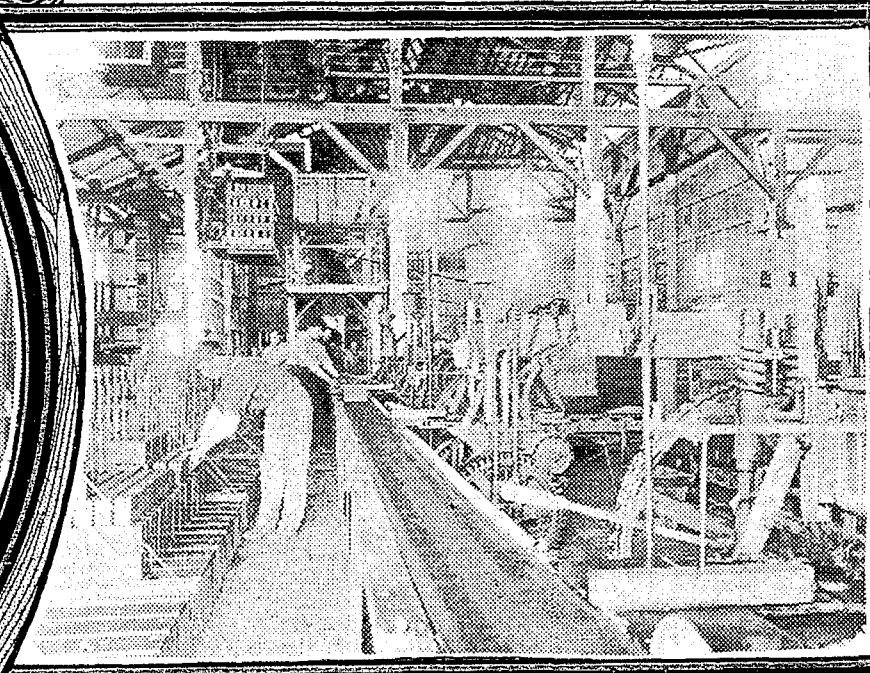
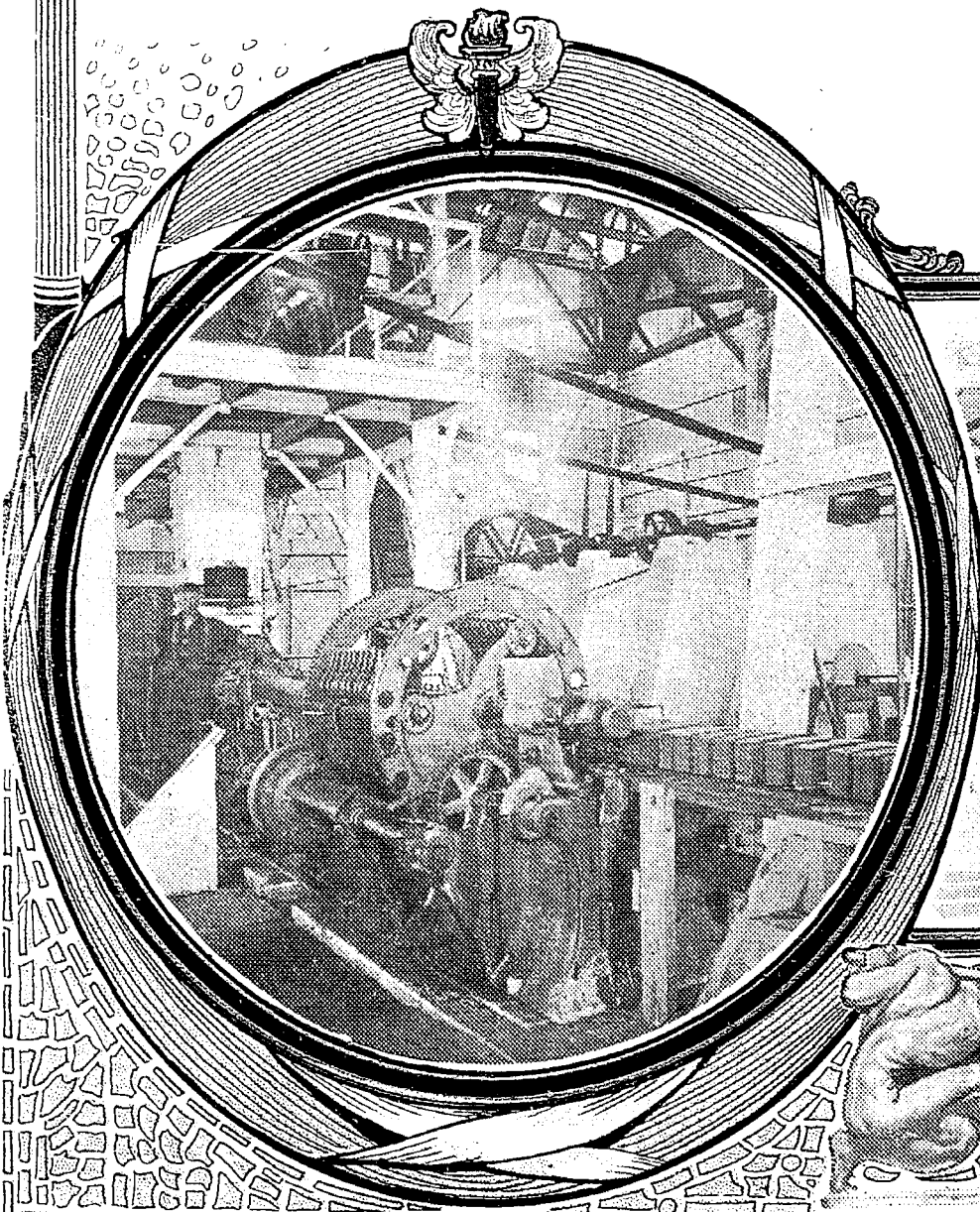
**Impervious Red Front Brick**

**Hard Building Brick** and

**Hollow Brick** For Fireproofing Purposes

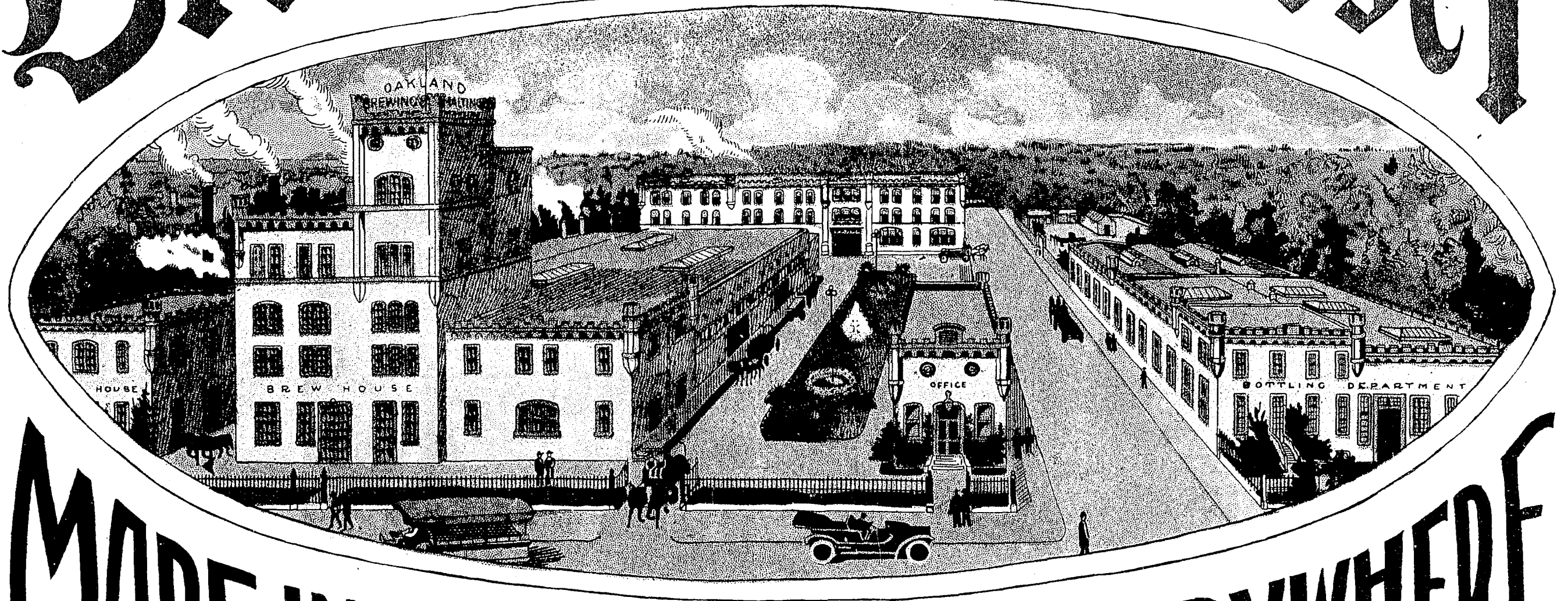
**Paving Brick** Equal of Any Made in the United States

Unequalled Shipping Facilities — Can Load Cars in Our Own Building on Both SOUTHERN PACIFIC and WESTERN PACIFIC Lines of Railroad





# Blue and Gold Lager



MADE IN OAKLAND - SOLD EVERYWHERE